VOGUE

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see section facing page 112

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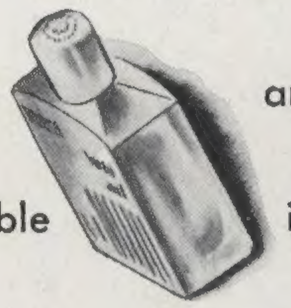

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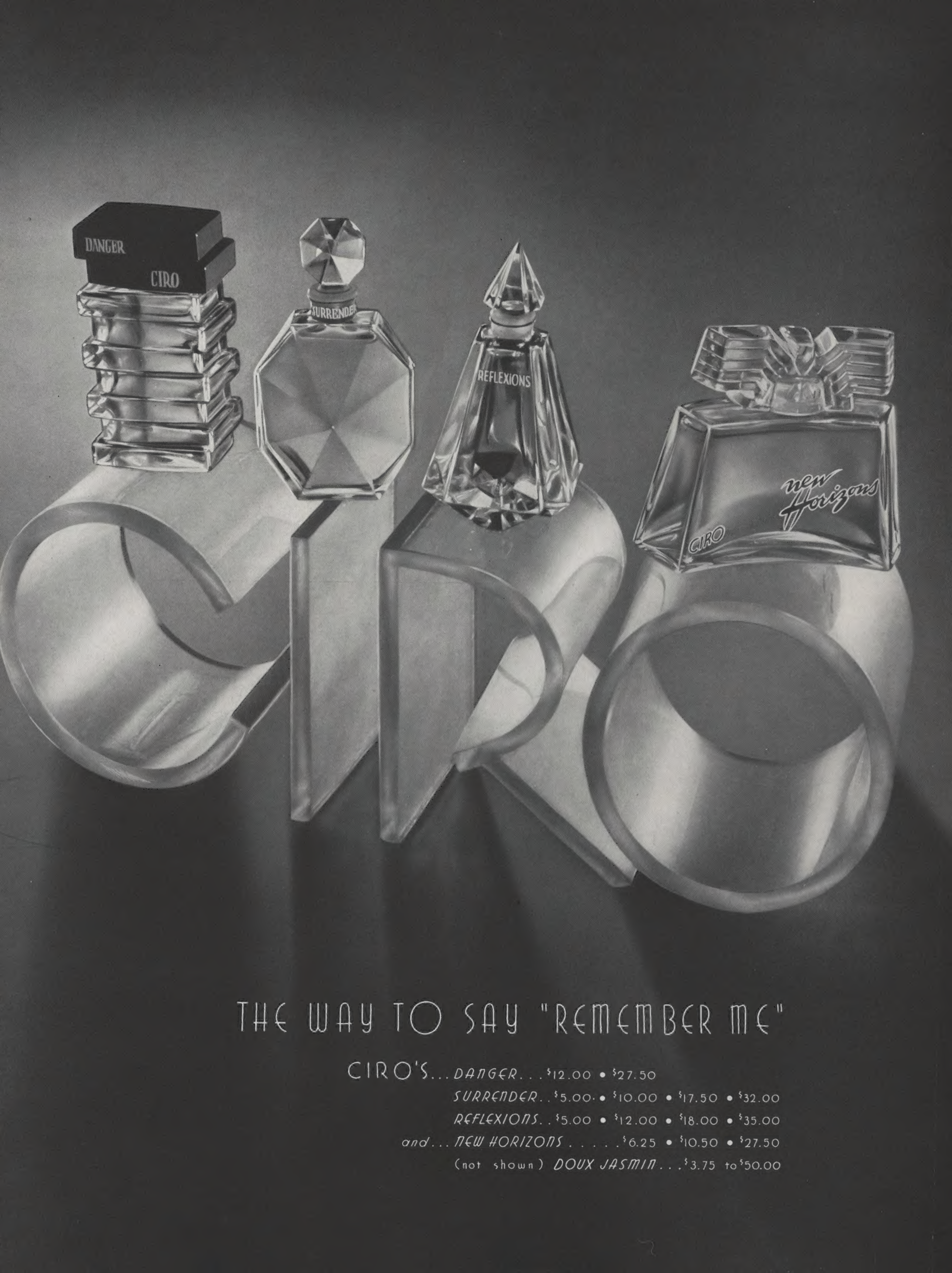

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misses' dresses, third floor

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Vol. 99, No. 8
Whole No. 1672

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Nettie Rosenstein original
courtesy Famous Barr

Portrait of a Lady

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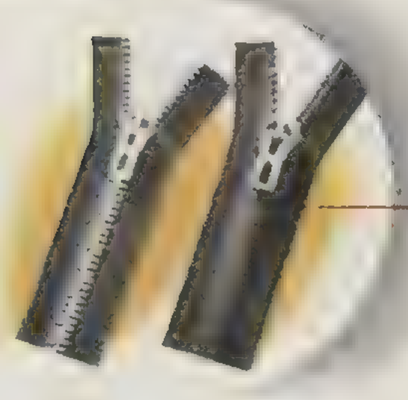

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ANNE GEMERD, expert dressmaker, tailor, and furrier, solves all wardrobe problems—remodeling, repairing, cleaning and storage. Meticulous workmanship and perfect fit guaranteed. 30 E. 62, N. Y. C. RH 4-9339

DRESSMAKER FOR DESIGNING WOMEN. We specialize in carrying out your ideas or creating clothes to your individual taste. Altering and remodeling. Prices moderate. Fannie Tweedy, 65 E. 55th St., N.Y. PLaza 3-3699

DRESS SHOP

FASHION SHOW MODELS AND ORIGINALS $8 to $24.95. Fresh, new fashions from the better makers. Many are originals at half usual cost. Browse around. You'll make a find. 9:30 to 6:30. Olive Brooks, 740 Madison Ave., N.Y.C.

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention, by skilled & careful hands. Consultation. Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

ELECTROLYSIS—(Cont'd)

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 24th year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair removed permanently, safely. Improved method. Endorsed by skin specialists. Personal service, 15th year. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Est. over 40 years in N. Y. Superfluous hair removed safely and permanently. Facial problems corrected. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

GLORIA C. ZEIDE, E. T., Abnormal hair growths skillfully & comfortably removed from face, arms & body. Complete privacy. Free consultation. MU 6-8584. Grand Central Area. 324 East 41 Street, (Tudor City), N. Y.

ELECTROLYSIS GUILD—Superfluous hair safely, permanently removed by internationally acclaimed Hoffman Method. (Est. 1905). Modern equipment. Strict privacy. Consultation free. 108 W. 42nd St., N. Y. WIs. 7-0191

ENTERTAINMENT

LOUISE LLEWELLYN—Write for aid in personal adjustment problems. Serious research forecasts present events—$2. Next 12 months —$10. Send birth date, name at birth with check. 147 N. Stanley Dr., Beverly Hills, Cal.

ENTERTAINMENT—(Cont'd)

HESTER PEABODY—Astro-Numerologist solves your problems by a personal reading with immediate forecast. Send name at birth, birth date, and two dollars. Ask questions. 451 Marlboro Street, Boston, Massachusetts

NANCY VAUGHN—Numerologist. Personal analysis and guide for immediate future $5. Extended guide for twelve months $10. Send name at birth, birth date with check. Consultations by app. 10 W. 58 St., N. Y. WI 2-6232

ADVICE AND FORECAST on strictly scientific basis. Free explanation of my astrological service sent on demand. Consultation by appointment. Reasonable rates. Alfred Fleischner, LL.D., 311 W. 97th St., N.Y.C. AC 4-6924

FURS

SPRING FURS individually styled by Molot, formerly with Bergdorf Goodman Fur Corp. Jackets of Sable Dyed Fitch, scarfs of Baum Marten, Stone Marten and Hudson Bay Sable. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

NATURAL RANCH MINK. $995! (We invite comparison.) Select your own bundle of dark-brown skins and our skilled designer will create the coat of your dreams. Simon Levy & Sons. Est. 1884—122 E. B'way. BA 7-2730

FURS BOUGHT

WANTED! WORN FUR COATS! Highest cash. For mink, persian, seal, leopard & other fine furs. Also gentlemen's clothing. Out-of-town customers invited. Licensed—bonded. I. M. Fur Co., 1 W. 34, near 5 Ave. WI. 7-7969

FURS REMODELED

OWN AN OLD FUR COAT? Let me make it over into a gorgeous 1942 fashion. For $25 I'll remodel, repair, refit, clean and glaze, including new silk lining, loops, buttons. 2 years' guarantee, 3 years' storage. Additional fur, if needed, at lowest cost. Harry Jay Treu, Inc., 147 W. 35th St. (opp. 35th St. entrance Macy's), 18th floor, N.Y.C. Telephone LA 4-6788 for Bonded Messenger or Write for Booklet on Mail Order Plan

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

MARIAN-SUZANNE—HAIR TOO DARK? too light? Streaky and unnatural? We can solve your hair-coloring problem expertly & beautifully. Marian-Suzanne, 18 W. 57th St., N. Y. Free consultation, analysis. CO 5-8988

HAIRDRESSERS

J. SCHAEFFER, custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK FOR PERMANENTS! Specialist in white, bleached, difficult hair. Features only scientifically approved methods. Charles Bock, 20 East 57th Street, New York. Telephone PLaza 3-3900 for an appointment

EMILE ROCKEFELLER CENTER —Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

BANISH GRAY HAIRS! Robert Vegetable Shampoo (not a dye) covers gray or fading hair. Imparts lustrous tones. Salon application $4.50. Home package $2. Bklt. Robert Makes You Beautiful. 642 5th Ave, N. Y. PL 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

LAURENT, internationally famous coiffure stylist, will accentuate your charm with a natural, soft, lovely permanent wave. Expert advice gladly given on hair coloring. 683 Fifth Avenue, New York City. WIckersham 2-5212

MAISON JEANPIERRE for advanced Hair Styling and self-dressing permanent wave . . . Remarkable results in recoloring your hair to its original shade. Send for booklet. Phone for appointment. PL 3-6262. 6 E. 53 St., N. Y.

YOU WILL FIND OTHER INTERESTING SHOPS AND SERVICES ON THE FOLLOWING PAGES

HAIRDRESSERS—(Cont'd)

LURA DE GEZ, 714 5th Ave. (bet. 55 & 56 St.). Creator of 3-inch cut. A glamorous, casual coiffure. Hair coloring. Custom Permanents from $10. Difficult hair problems our specialty. Brush-Shampoo Set $3.50. CIrcle 7-5818

L. ANDRE—In Coiffures . . . "non plus ultra". For the discriminating woman who desires the ultimate in Hairdressing. Permanents (Anti-Drying Method). Consultations without charge. 509 Madison Ave. (at 53rd), N. Y. EL 5-8883

HOWARD (formerly of Antoine, Saks 5th Ave.), for exclusive "Cream Permanents". $12.50. Expert hair coloring. "Perfect-Curl" fingerwave (it stays set!) and shampoo $2. 9 Rockefeller Plaza, Suite 719. CIrcle 5-5961

BENI OF FIFTH AVE. BEAUTY SALON. Beni—Artistic Hair Stylist—Formerly with Best & Co. Permanent Waving. Clairoil and Eternol Tinting Specialist. 545 Fifth Ave., New York City, Suite 411. MUrrayhill 6-3840

JACK ONNEMBO OF FIFTH AVENUE. Hairstylist, formerly of Bonwit Teller. Custom Permanent Waving. Hair Coloring. Expert bodystyling department. 326 Belgrove Drive, Kearny, N. J. For appointment: KEarny 2-2259

IS YOUR HAIR "UNHAPPY"? All carelessly groomed hair is! Come to C. F. Jungst, Hairstylist, 19 East 47th St., N. Y. for a smart, natural-looking permanent styled into a becoming coiffure for easy grooming. VO 5-4477

HAIR GOODS

MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris and Manuel Building, 988 Second Ave., N.Y.C.

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N.Y.C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods—all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

LOUIS PARME excels in the modern art of transformations. Custom made with a masterful technique ensuring comfort and a completely natural effect. Remodelling & redressing. 7 East 55 St., New York. WI 2-1665

MISS EMMA—STRIKING INDIVIDUALITY and naturalness distinguish the undetectable transformations, bobs and hair pieces. Repairing, cleaning and dressing. Mail orders. 545 Fifth Ave., New York City. MU 2-3409

GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

HOUSE PERFUMES

FRAGRANTAIRE—any one of 18 delightful scents, including Apple Blossom, Mountain Pine, Lilac, etc. and a Wall Vase. ($1.00). Folder "Art of Interior Perfuming" free. Fragrantaire Co., 381 Fourth Ave., N. Y. C.

JEWELRY

ANTIQUE JEWELRY sold, restored, copied. Also specialize in remodeling old-fashioned pieces into modern jewelry. Work done on premises with distinct craftsmanship. PL 5-3885. A. Desteian, 46 West 58th St., N. Y.

JEWELRY BOUGHT

THE BEST PLACE TO SELL. Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

KNIT GOODS & YARNS

KNITTED DRESSES, SUITS AND COATS are in keeping with the times. Smartly fashioned, exclusively styled and hand loomed. Custom-made and ready to wear, from $29.75. Elsye, Inc., 4 W. 57th St., N. Y. CO 5-4910

LAUNDRY

BLANKET, LINEN, WOOL SPECIALISTS. Particular, fastidious women throughout the Eastern States use our unusual blanket refinishing service. Blankets laundered by us, without shrinkage, are clean, colorful and fluffy. Complete rebinding service. Will ship in special containers anywhere in U. S. A. Further information on request. Call FA 4-3470 or write to White Mountain Laundry, Baldwin & Bradley Streets, Bronx, N. Y.

LEATHER CLEANING

SUEDE, LEATHER CLOTHING, HANDBAGS, accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N. Y. PL 3-0470

LINGERIE & LINENS

TROUSSEAUX FOR BRIDES. New spring models of hand-made, pure silk nightgowns, negligees, slips and panties. Faultless fitting, fine workmanship. Monogramming. The Purple Box, 554 Madison Ave. (Entrance 55th), N. Y.

BOURNEFIELD, 660 Fifth Ave. (2nd Floor), New York. Tel. Plaza 3-4443. Budget trousseaux. Unusual values for the bride of today, in lovely lingerie and linens . . . everything from a kitchen towel to a banquet cloth

MASSAGE

SLENDERIZE in a club-like atmosphere— Ulrich Massage Studio, 31 East 60th Street. Ladies' Special! 10 treatments—$20. Vapor Cabinet, Vibrator, Roller, Shower, Exercycle. Residence Service. Telephone REgent 4-3688

MENDING—REPAIRING

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Needlepoint repaired, overcoats renapped, & shine removed. Mail orders. Circular. French American Reweaving Co., 100 W. 57, N.Y.

MOTH HOLES, TEARS, BURNS REWOVEN! On woolens, silks, linens, laces. Process defies detection! Costs less! Mail orders. Request folder. Little Mending Shop, 63 W. 42nd St., N. Y. C., near 6th Ave. Phone PE 6-2126

MILLINERY

EMME'S new spring hats are daring, fresh, charming. She offers delightful ideas to complement your tailor suit or print dresses. Flowered hats, white sailors, flattering large brims. Emme, 21 E. 56th St., N. Y. EL 5-9865

A LOVELY HAT—A CHARMING HAT, a hat of good taste. Find it at Dorothy Berger's where a fashion-wise milliner creates the kind of hat you have always wanted. From $16.50. 22 East 55th St., N. Y. PL 9-4353

HATTIE OSTER is ready to turn your own material into the cleverest Spring hat or turban you've seen! See her new gay fabric hats too! From $12. Mail orders. Hattie Oster, Suite 1415, 515 Madison Ave. (53rd), N. Y.

OFF THE BEATEN PATH, but on the right track for smart millinery . . . at lower prices due to our downtown location. Unusual, distinctive designs. From $10.75. Bags to match. Minna Mann, 134 E. 22nd St., N. Y. GR 5-4487

RUTH WINSTON HATS. Here is a millinery expert who will design for you an exclusive custom-made model at ready-to-wear prices. Also, remodelling your hat to the latest fashion. 25 East 54th Street, N. Y. EL 5-9559

MOURNING APPAREL

SPECIALISTS IN MOURNING gowns, hats, veils, gloves, stockings, bags, scarfs, & jewelry. Sent on approval. M. C. Schoonmaker (formerly with Arthur Mullen), 700 Madison Ave., N. Y. Bet. 62nd & 63rd St. RE 7-4279

NAME TAPES

CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 22 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERFUMES

MAURICE BABANI presents at leading N. Y. stores, his new perfume Princesse Nefertiti. A lasting & fascinating essence, used & made famous by the Egyptian Beauty. Perfume 1 oz. size $15. Toilet Water 8 oz. $4.75

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT, 603 Fifth Ave., New York City. Nationally recognized, foremost specialist fitting the narrow foot and heel. Sizes 2½-12, AAAAA-C. "Tall gal" models at $8.95. Send for Booklet VS. Prompt Mail Service. Charges

I. MILLER specializes in small size shoes. Our Spring collection, featuring sizes 1 to 3½, widths AA to D, is ready at 1552 Broadway corner 46th Street, New York City. Write for Spring Catalog. New charge accounts invited

Vogue's ADDRESS

of shops, services,

SILKS AND LACES. Should you be trousseau-minded don't come to a final lingerie decision without first going to The Purple Box, at 554 Madison Avenue. This place dotes on making things to order. (So far, they have used only pure silk, and fortunately still have a sizable stock on hand.) They produce the most exquisite handwork, as beautifully detailed as any ever executed in French ateliers. (It's all done on the premises by crippled girls.)

There are a multitude of enchanting models to choose from, and, of course, you can order lingerie in sets of panties, slips, and nightgowns to match. There is one gown that we frankly fell for. Made in shell-pink, it had inserts of black lace. And despite this Can-Can touch, there is a fresh young look to it that is quite beguiling. This "lovely" is priced around $20. You'll also see some of those hard-to-find tailored robes in sweetly flowered cotton challis for as little as $11.75. Note for a harassed bride-to-be: The Purple Box will arrange for home fittings.

WEDDING-BELLS. With the uncertainty of life today, many a wedding has been planned in haste to fit in with the groom-to-be's all too short furlough. If you are faced with just such a dilemma, a good place to find a helping hand is at Robert Day, Inc., 170 East Seventy-Third Street. The Day firm is equipped to cater for ten people

SHOES—(Cont'd)

WIEDHOPF LTD., 730 5th Ave., New York. In the arcade. Showing Spring and Summer shoes on individual lasts. All hand made. Comfortable prices. Style card. Sizes 2½ to 13, AAAAAA to C. Charge accounts. CI 5-9714

AIR STEP—The Shoe With The Magic Sole. Distinctive Spring Styles plus Cushiony Comfort. Sizes 3 to 11, AAAA to C. Fitting the narrow heel. $6.50 add $1 for 10½, 11. Booklet. Air Step Shoe Shop, 4 E. 34 St., N. Y.

SHOES REBUILT

LIVERPOOL SHOE REBUILDING CO. Shoes rebuilt, restyled, corrected to fit. Made longer, shorter, wider, narrower. Orthopedic experts. Dyed any color. Custom-made. World's largest. Mail orders. 138 W. 34 St., N. Y. (opp. Macy's)

SWEATERS

REAL SHETLAND Sweaters Hand-loomed, hand-finished, style-perfect classic cardigan $6.75, slip-on $5.75. Save money by mail—20 shades. Write for color card. Village Yarn & Tweed Shop, Framingham Center, Mass.

JAEGER Sweaters of Fine British Wools. Cashmere Coat Sweaters $12.95, Scotch Shetlands $6.95. Hand-finished. Newest Pastel Colors. Chiffon-weight Twin Sets $10.95. Booklet write Jaeger, Inc., Saranac Lake, N. Y.

TAILORS

P. BASILE & SON creates for discriminating women, individual custom-made suits, coats of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St. VO 5-7584

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

JOSEPH FRAM formerly of Fortnum & Mason. Creator of fine custom-made clothes and fur styles. Imported fabrics or your own material. Also suits & coats from the Jaeger House of London. Expert remodeling. 15 E. 47 St., N. Y.

LUXENBERG "ANDREWS SHOP"—distinctive custom tailored sports clothes for cruises, resorts. Women's suits and coats individually tailored; moderately priced. Slacks to measure, $14.50 up. 485 Madison (52 St.), N. Y.

WATCH REPAIRING

YOUR WATCH IS NOW PRICELESS. Repairing of small, intricate watches, clocks. Fine workmanship. Moderate prices. Mail orders. Auguste Braun (former head of Cartier Watch Dept.), 665 5th Ave., N. Y. PL 3-6288

READING FROM LEFT TO RIGHT (and up and down), you'll find on these pages many hints to simplify your various shopping problems. This list of smart shops and services exists for your own shopping convenience

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Virginia

WEDDING INVITATIONS—Announcements exquisitely engraved. Samples sent promptly on request. An authoritative service, prices reasonable. Discriminating comparison requested. Harcourt & Company, Louisville, Kentucky

ENGRAVED WEDDING INVITATIONS. Announcements, Visiting Cards, Monogrammed Stationery. Quality engraving for three generations. Write for samples. J. P. Stevens Engraving Co., 112 Peachtree St., Atlanta, Ga.

WEDDING INVITATIONS—Announcements distinctively engraved on first-quality papers. Very reasonable. First 100 for $12.00. Each additional 25 for $1.25. Write for samples. J. K. Tippett Engraving Co., Charlotte, N. C.

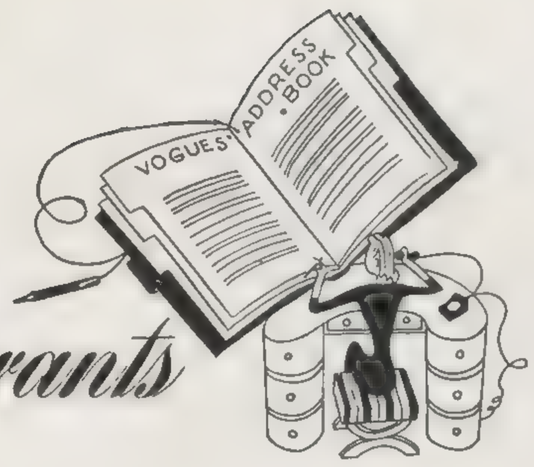
WEIGHT REDUCING

ROSE-DOR FARMS—Magnificent reducing and beauty haven. Dieticians, beauticians, all facilities for healthful weight reduction. Fine accommodations. Booklet. 30 min. from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

SLENDER LEGS! Marguerite Benson's Successful Scientific Methods; Reduce, Strengthen Ankles, Calves, Knees, Thighs. Scientific, reducing massages. Indiv. exercises. 10 Treatments $20 up. 330 W. 72. EN 2-0333

LOSE POUNDS AND INCHES—definite results. Successful reducing specialist, 17 yrs. experience. Individual attention. Expert in high colonics. Registered physiotherapist. Margaret Deuster, 160 E. 48th St., EL 5-8118

BOOK *and restaurants*



or five hundred with equal ease and equanimity. They can plan for weeks in advance, or can put on a "good show" with no more than three days' notice. And that's no mean feat. In other words, they have the gift of both versatility and adaptability, as well.

P. S. If you have an impromptu cocktail party complicated by a sick servant staff, Robert Day, Inc., can take care of the hors-d'œuvres problem, supply a butler, furnish extra cocktail glasses—in other words, come to the rescue.

NO SHORTAGE HERE. One firm of corsétières who are almost unaffected by the rubber shortage is Nina Fay, 16 East Fiftieth Street. A Nina Fay corset has never had more than tiny elastic gussets to its name. These insets are concerned mainly with allowing sufficient sit-down stretch. The controlling job is done by ten or twelve narrow strips of fabric cut on the bias. With this bias-cut trick, plus, of course, the most expert fitting, only slight boning is required for even the heaviest figures.

Made to order, these corsets cost about $22.50. This may seem high-ish, if you're not in the habit of buying a custom-made corset, but this initial cost includes the servicing of the garment during its entire lifetime. This is an address to know about—and one to treasure.

WEIGHT REDUCING—(Cont'd)

SLENDERIZE! Reducing specialists for over 25 years. Individual attention to your figure problems. One treatment $3 or three treatments for $6. Viola Carpenter, 100 W. 58th St., N. Y. C., Suite 608, Phone CIrcle 6-3747

A FASHIONABLE SYMMETRICAL FIGURE is easy to attain in your own home with the Biker-Hiker, America's outstanding exerciser. Permanent economy. $7.20. Free literature. Biker-Hiker Co., Box 407, Montgomery, Ala.

GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines, liquors. Air Conditioning. MU 2-9223.

RESTAURANT MARGUERY—270 Park Ave. Near 47th Street. Only the finest, high-class French Cuisine. One of New York City's favorite spots during the cocktail hour. Luncheon $1.75, Dinner $2.75. WIckersham 2-4894.

JANE DAVIES'—145 West 55th Street. Good food and excellent service is yours amid attractive surroundings. Luncheon—55c, 65c, 75c. Dinner—$1 and $1.25. Fine vintage wines and beer only. Closed all day Sunday.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.15 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners —noon to 8:30 P.M. Fine American food. The most talked about dining place in New York.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.25—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Sunday Dinner $2.00. Telephone WI 2-3727.

RESTAURANTS—DINING

THE CAVIAR—18 East 49th Street. "Where the best Continental Cuisine is served most reasonably!" Carefully selected wine cellar. Luncheon from 85c. Dinner from $1.25. Cocktail Hour. Telephone ELdorado 5-8998.

CAFE TROUVILLE—112 East 52nd St. Host to New York's smartest clientele. Open for luncheon ($1.25), cocktail hour, dinner ($2). Entertainment every evening after 9:30. Completely air-conditioned. Closed Sunday.

CAFE ST. DENIS, 11 East 53rd Street. For menus that are different and a real French Cuisine that adds zest to appetites—try our Dinner Supreme from $1.50; Luncheon from 90c. Closed on Sundays. ELdorado 5-8032.

RESTAURANT MAYAN—16 West 51 Street, Rockefeller Center. The popular rendezvous for luncheon, cocktails, and dinner. Unusual atmosphere. Luncheon entrées from 65c. Dinner from $1.75; also à la carte specialties.

GRAND CENTRAL TERMINAL Restaurant and Oyster Bar. Lower Level, The Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 70c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE—10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner from $1.75. Authentic decorations.

CAFE LOUIS XIV—15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Period setting. Prix-Fixe Luncheon $1.50. Dinner from $2.00, also à la carte. Wm. Adler and his Violin.

CHAMPS-ELYSEES. Le Restaurant Par Excellence, Cuisine Française. Famous for the special Champs-Elysees Dinner. Finest wines, and liquors. Lunch à la carte. Colossal bar. Closed Sundays. 25 E. 40th St. MU 4-8833.

CORTILE RESTAURANT—37 W. 43rd St. Delicious luncheon 45c up—dinner 75c up. Featuring cocktail dinner at $1.10. Open 8 A.M. —9 P.M. Closed Sundays. Rosella will read your character. Air cooled for your comfort.

THEODORE'S RESTAURANT—4 E. 56th St. New York's outstanding French Restaurant. Tantalizing Italian Specialties. Superb Dinner $1.65. Luncheon. Cocktails. Open Sunday at 5:30 P.M. Excellent bar. PL 3-6426.

RESTAURANTS—DINING

DRURY LANE RESTAURANT—47 East 49th Street. Famous for our popovers. Town and Country menus daily. Sundays—Brunch, Dinner and Buffet Supper. Regional American dishes. An Excellent Bar. PLaza 8-3017.

LA BELLE MEUNIERE. 12 East 52nd Street. Le Restaurant du Connaisseur. Quiet atmosphere. Catering to the metropolitan smart set. Luncheon. Cocktails. Dinner. Serving only the best wines. Tel. WIckersham 2-9437.

SWEDISH RATHSKELLER—201 East 52nd Street (Near Third Avenue). Featuring the famous "Smörgåsbord". "A lovable place with food that can't be beat."—Mademoiselle. Luncheon and Dinner. Telephone EL 5-9165.

THERESE WORTHINGTON GRANT—284 Park Avenue. Gracious Southern Hospitality in Charming Atmosphere. Pre-Matinee Luncheon 95c. Afternoon tea. Dinner $1 up. Private Rooms for Parties. Tel. VO 5-4266.

RESTAURANTS—DANCING

VERSAILLES—151 E. 50 St., PLaza 8-0310. New York's most glamourous French cuisine. Cocktail Hour, Dinner & After Theatre. Presenting B'way's Brightest Stars, Maximillian Bergere and Orch. Panchito & his Rhumba.

LARUE—45 East 58th Street. VO 5-6374. New York's smart rendezvous. Cocktails, dinner and supper. Entertainment featuring Eddie Davis' and Joseph C. Smith's orchestras. Continuous dancing until four o'clock.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Luncheon, dinner, and after theatre. Dancing—Entertainment. Cocktails in our Skyline Bar. Minimum $1.50 after 10 P.M. Reservations—Telephone PLaza 3-8887.

NIGHT CLUB

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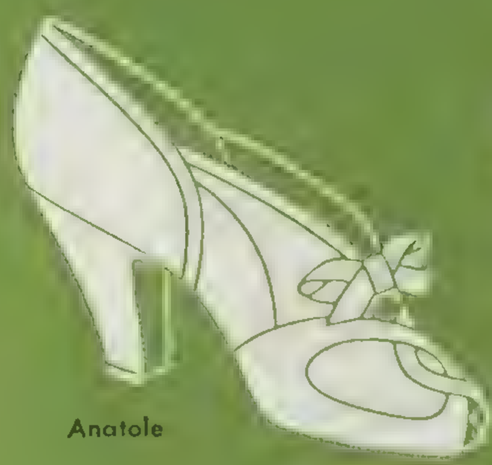

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SHORTBACK

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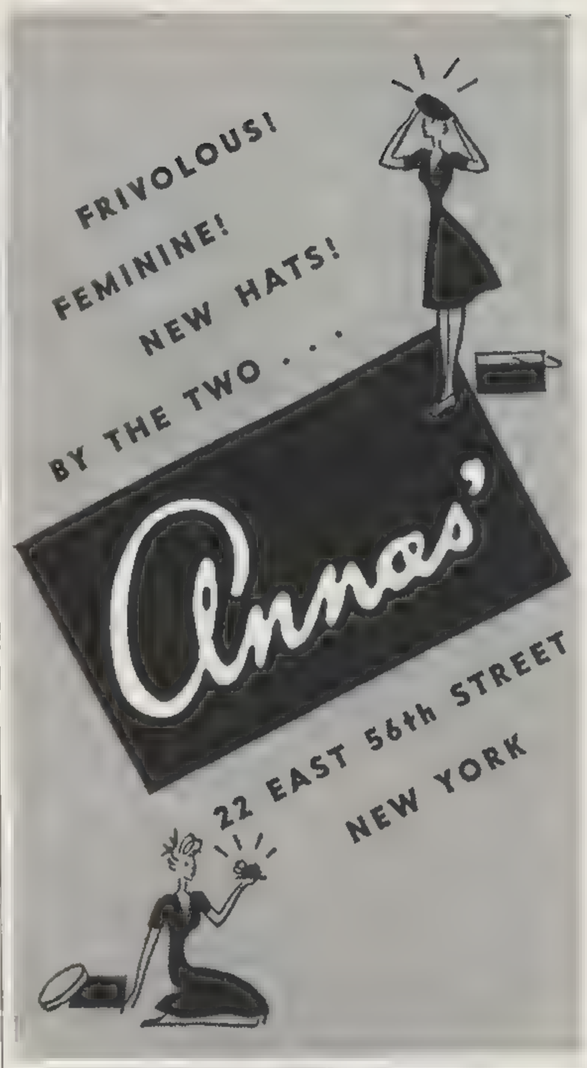

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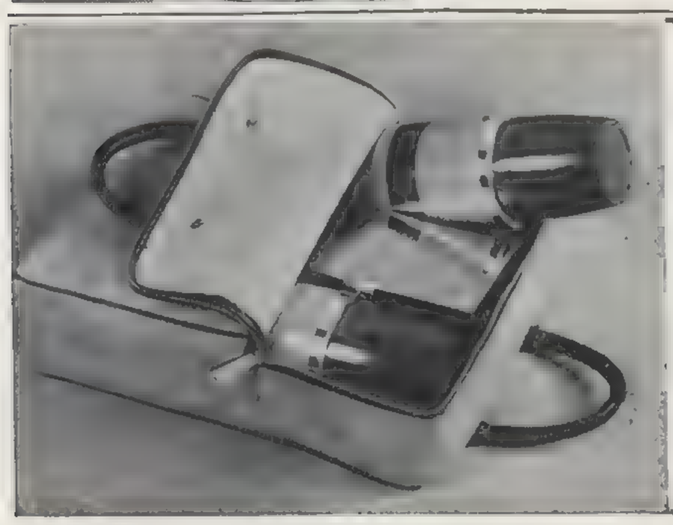

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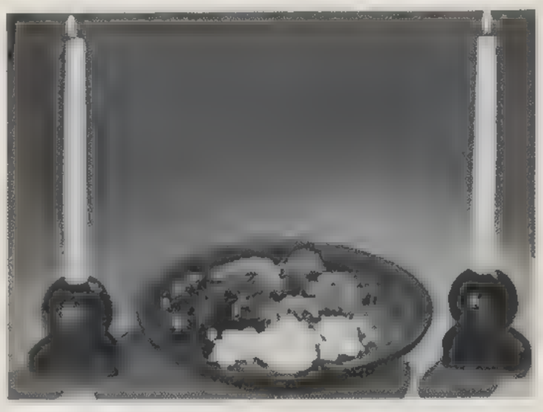
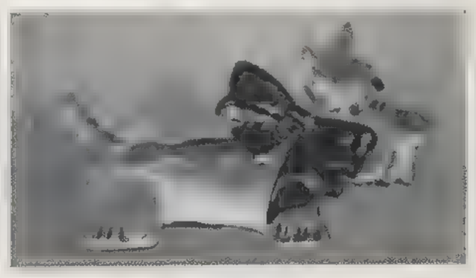
Shop

Check and Double Check. This pert hat has the soul of a flirt. It combines crispness (should look well with your going-away suit) with enough feminine flutter to match your after-dark moods.

Maretta Feeley (6 East Fifty-Third Street) will make this one for you for $22.50, and if you'd like a dickey of the same rayon taffeta checker-board, she'll make one of those, too, for $4.50. Wear it instead of a blouse. Miss Feeley admits to a preference strong for small hats.

On the Buffet. This is just the kind of centrepiece to fit the mood of those casual buffets. The shiny, ball-like candlesticks are of mahogany; so is the fruit bowl. From the Littletree Company (Winter Park, Florida), the bowl is $3.50; candlesticks, $2.25.



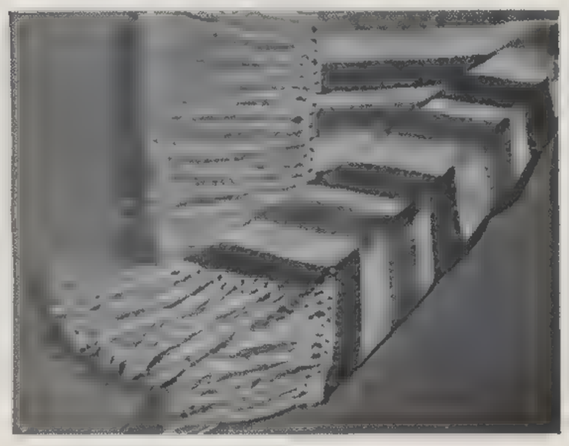


Bug-Eyed Scottie. Perhaps it's the gold-plated bow that makes him roll his eyes. In any case, this Lucite pup, made for some young lapel, costs $4.50 at Gerlou (501 Fifth Avenue).

Soldier or Sailor will love these Victory Bags. Made of gabardine in navy-blue or o.d., they're sold by the American Women's Voluntary Services (14 East Fifty-Second Street). Filled with cigarettes, cards, games, the latest *Reader's Digest*, they cost $2.

From Florida come these six stubby jars of tropical jellies. In these days of sugar rationing, here's a perfect present for your week-end hostess. The box of six jars costs $2. It comes from the House of Gifts (Box 2008E, Miami).

Patriotic Shoulders can be wrapped in this red, white, and blue cashmere shawl. It's perfectly suited to country life, where it can be worn by day or night with equal effectiveness. Hand-woven, soft and light, it comes from Jays (Temple Place, Boston). Costs $5.90.



Hound

admires

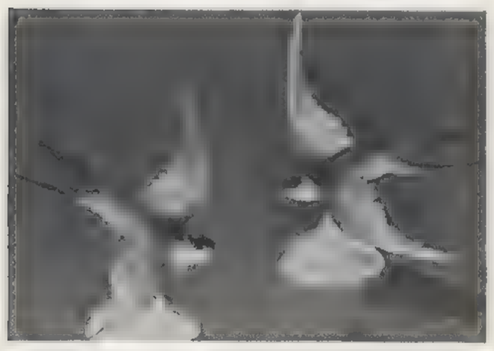
Town or Country. You'll wear this suit hacking around the countryside, going to market, and taking the children to school. You'll wear it in town shopping, or at first-aid classes. Because it's knitted, it can take these long hours without crumpling. And, because it's knitted *tightly* of a combination wool and rayon, it has a most happy disposition not to bag at the derrière.

You'll find this sturdy friend-to-be at Martha West (444 Madison Avenue) for $29.95. Though it comes in a number of colour combinations, including red with navy-blue accents, our all-out vote is for turf-green with yellow. Wear it with a yellow blouse and a wool sailor to match.

Fragile Beauties. For a prodigal engagement present, give her one of these rarest of all perfume bottles. They're made of porcelain, and date from the eighteenth century. The smaller two are Meissen, cost $60 each; the big one is $75. You'll find them at The Questers (453 East Fifty-Seventh Street), a firm that specializes in connoisseur shopping. They'll shop for anything along the antique front.

An Adaptable Pair. Though hurricane-lights have a historic past, they certainly also manage to come up to the mark and meet the exigencies of modern wartime blackouts. These, from George Stern (191 Madison Avenue, New York), are made of sterling silver; have etched glass chimneys, and stand about one foot high.

Here is a decorative and useful present. Prepaid, the pair is $10.75.



The Soaring Flight of a pair of swallows has been caught in the design of this Crown Staffordshire pair. In blue, tipped with ruby, they were made, it seems to us, for a bride. $28 a pair, at William H. Plummer & Co. (695 Fifth Avenue).

VOGUE STUDIOS

High or Low. We're showing you the high-heeled model of this alligator sandal, but you can have the low-heeled version if you prefer. This shoe, from the French Bootery (22 East Fifty-Seventh Street), costs $19.95. It comes in rust colour, beige, navy-blue, and a wonderful tawny yellow.

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COOKING WITH HONEY

NOWADAYS, you'll want to know all about honey. (See Vogue's April 1 issue.) It's being used to replace part or all of the sugar in recipes. It can be used to sweeten cereals, fruits, puddings, sauces, beverages, and custards —in the same manner as sugar.

When you use syrups in cakes, cookies, gingerbread, and other baked products, you have to make some adjustments. If honey replaces sugar in plain cakes or quick breads, the liquid in the recipe must be reduced by half. If you are using half sugar and half honey, the liquid is reduced one-fourth.

Honey varies somewhat in consistency. Remember this when you are buying it. You'll find one of medium thickness best for baking. Otherwise, you may have to make further liquid adjustments. Use a moderate temperature when baking, for some of the flavour may disappear at a high one.

Honey actually has more food value than ordinary sugar. It contains a small quantity of minerals. It's an easily digested food, too. Measure for measure, honey is heavier than granulated sugar—one cupful of honey weighs twelve ounces, one cupful of sugar about seven.

There are many different flavours of honey from which to choose. By sampling, you'll discover which you like best. It is generally true that light-coloured honeys are milder in flavour than the darker ones.

Here are a few recipes which you might try:

Pears in Red Wine

6 Pears
1½ Cupfuls of water
½ Cupful of honey
2 Cinnamon sticks
8 Whole cloves
1 Cupful of red wine

Peel pears; cut in halves, and core. Put water, honey, cinnamon sticks, and cloves in a saucepan; bring to boiling-point, and simmer three minutes. Add pears; cover, and cook until pears are clear and almost tender, about twenty minutes. Then add the red wine, and continue cooking until pears are soft. Remove cinnamon sticks, and set pears aside to cool. Makes six servings.

Rich Nut Cookies

1¼ Cupfuls of sifted cake flour
½ Teaspoonful of baking-powder
⅛ Teaspoonful of salt
½ Cupful of butter
6 Tablespoonfuls of honey
1 Egg
½ Teaspoonful of vanilla
½ Teaspoonful of lemon flavouring
1 Tablespoonful of cream
¾ Cupful of finely chopped pecans

Sift flour with baking-powder and salt. Cream butter; add honey, and continue creaming until light and fluffy. Beat in egg; stir in vanilla and lemon flavouring. Add flour mixture alternately with cream, and mix thoroughly. Spread batter very thinly on a buttered baking-sheet, and sprinkle chopped pecans on top. Bake in a moderately hot oven (375° F.) about five minutes, or until cookies start to brown. Remove from oven, and cut in squares immediately. (Makes sixty cookies, two-and-a-quarter inches square.)

Honey Crème Brulée

2 Cupfuls of heavy cream
3 Tablespoonfuls of honey
4 Tablespoonfuls of brown sugar
4 Egg yolks, slightly beaten

Scald cream and honey in upper part of a double-boiler over hot water. Mix one-half cupful of the heated cream with egg yolks. Return mixture to double-boiler; cook, stirring constantly until mixture thickens and coats spoon. Remove from heat; pour mixture into a buttered casserole. Allow to cool, then place in refrigerator. When mixture is set, sprinkle top with brown sugar, and place under broiler until sugar caramelizes.

Note: Be sure sugar does not scorch. Makes six servings.

Crêpe Suzettes

1 Cupful of all-purpose flour
½ Teaspoonful of salt
3 Eggs
1 Tablespoonful of honey
1 Cupful of milk
1 Teaspoonful of grated lemon rind
6 Teaspoonfuls of sweet butter

Sift flour and salt. Beat eggs slightly; add honey, milk, and lemon rind; then stir into sifted flour. Put one teaspoonful of the butter into a small, hot frying-pan. Pour in enough batter to cover bottom of pan. Brown, and turn on other side to brown. Remove from frying-pan, and keep warm. Repeat this process until all the batter is used.

Sauce

Juice of 1 orange
½ Teaspoonful of grated orange rind
4 Tablespoonfuls of honey
¼ Cupful of sweet butter
1 Tablespoonful of Cointreau
1 Tablespoonful of Brandy
2 Tablespoonfuls of powdered sugar (optional)

Combine orange-juice, rind, and honey. Place butter in a saucepan; add orange-juice and honey, and cook over low heat five minutes. Add liqueurs. Pour sauce over crêpes; fold in quarters, and sprinkle with powdered sugar. Makes six to eight Crêpe Suzettes.

Flummery

1 Tablespoonful of plain gelatine
¼ Cupful of cold water
1 Cupful of currant jelly
1 Cupful of heavy cream
2 Tablespoonfuls of honey
⅓ Cupful of sherry

Soften gelatine in cold water. Melt jelly over hot water; add cream and honey, and heat. Stir in softened gelatine; pour in sherry, and blend well. Rinse four individual moulds with cold water, and pour in mixture. Chill until set; unmould, and serve plain or with whipped cream. Makes five servings.

Honey Nut Muffins

2 Cupfuls of sifted all-purpose flour
3 Teaspoonfuls of baking-powder
½ Teaspoonful of salt
2 Tablespoonfuls of honey
¾ Cupful of milk
1 Egg, beaten
¼ Cupful of shortening, melted
½ Cupful of chopped walnuts

Sift flour, baking-powder, and salt. Combine honey, milk, beaten egg, and melted shortening, and stir into flour mixture. Stir in walnuts. Turn into small, greased muffin tins, and bake in a hot oven (425° F.) twenty to twenty-five minutes. Makes about one and one-half dozen muffins.

VOGUE COVERS THE TOWN

The children's hour

Adults can't go to the current Children's Festival at the Museum of Modern Art without the consent of some child. (In fact, the rules require that a child lead you by the hand.) In the young people's gallery —a pleasant, white room, bright with streaking sunshine—are hung, at babe's-eye level, a group of modern masterpieces (among them Renoir's "Margot Bérard," Mary Cassatt's "Mother and Child," Paul Klee's "Around the Fish"). And, in the centre of the room, a row of desks and tables where the children can contrive their own masterpieces.

Working with unfaltering concentration and assurance, most of them are veritable speed demons. They paint and draw, solemnly supervise the hanging of their works. They construct startlingly sophisticated abstract compositions out of coloured, oddly-shaped pieces of wood; put together jig-saw puzzles cut from modern colour reproductions. They play with wooden animals—incredibly animate ones—designed and made by the artist Alexander Calder, of mobile fame. Above all, these children have a darn good time—and so no doubt will you.

Fire!

A dirty chimney was sufficient cause, in the days of Peter Stuyvesant, for a stiff fine of three guilders. And four fire wardens saw these regulations enforced. The story of fire-fighting in New York from that day to this is the theme of the "Men Against Fire" show at the Museum of the City of New York, One Hundred and Third Street and Fifth Avenue.

Dramatically presented in this exhibit are about five hundred items, ranging from frighteningly crude, ineffectual ways-and-means of combating fire, to the grim, but efficient, present-day methods. Two sets, one of a fashionable Fireman's Ball (circa 1840), the other of a firehouse of about the same era, form the background of the show. Against these authentic walls are hung prints of the city's great fires, paintings of famous engines, portraits of gallant fighters, costumes, badges, and other memorabilia. There is even an old gooseneck engine—comical, pompous, infinitely inadequate.

Noblesse oblige

A vital part of the cruel battle of the Atlantic and Pacific is being fought by the men of our merchant marine. Sailing long, zigzag courses on blacked-out ships, with not even a radio for amusement, they are more than ever dependent on books supplied by the American Merchant Marine Library Association.

To help meet an increasing demand, the Committee is in desperate need of funds, as well as books. Send any donation to their offices at 45 Broadway, New York City.

Tout change

There are other pipers to pay. New York's night-club and restaurant owners, having run smack into that fact, have hurriedly modified their prices, dropped their must-dress regulations....

...You no longer need wear evening clothes to dance (there's no floor show) in the Iridium Room of the St. Regis. There's no longer a cover charge, either, only a mild minimum fee....

...The Persian Room of the Plaza beams benignly on couples informally dressed....

...This goes for the Rainbow Room, as well. Playing here is Leo Reisman's orchestra, and there's a full-hour floor show, which includes biting Billy de Wolfe monologues....

...Even John Perona's El Morocco has seen the bitter handwriting, has inaugurated table d'hôte dinners—$3.50 per....

...And Maud Chez Elle will serve you a $2.50 Defense dinner. (You know her reputation for fine food too well for us to go into that.)...

...The final touch is a nostalgic note. Tony, 59 West Fifty-Second Street, has started a special Sunday-night feature. Called "Speakeasy Night," it's modeled on the bygone days of Prohibition. You have to ring a bell, and identify yourself to get in.

The buffet supper, which always includes a couple of hot dishes, is on the house, and you pay for the drinks. The one basic change seems to be that the liquor is better, costs less.

Renaissance

The Metropolitan Museum has become fashion-conscious, and, to prove it, they're opening, on April 22, their first contemporary fashion show. Called the "Renaissance in Fashion, 1942," the show is built around twelve outstanding designers (Germaine Monteil, Fira Benenson, Sophie Gimbel, Valentina, to name a few), each submitting three complete costumes. These clothes will be shown in the three Renaissance pavillons, which Tom Lee designed.

The designers have translated the rich colours, the tapestries, religious habits, and paintings of the Museum's great Renaissance collection into good, wearable clothes. And they have done all this and still have kept the priorities in mind.

Calling the show "Renaissance in Fashion, 1942" is double-barrel talk. The Renaissance period was chosen not only because it was most adaptable to present-day living, but also because those, too, were troubled times. Then, as now, the world was fighting for survival, fighting against a return to the slough of the Dark Ages.

"FLANEUR"

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Our Ration-al Lives

APRIL 15, 1942

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Vogue's next issue

(May 1, on sale April 24)

will feature

WASHABLE FASHIONS

Into the tub—out again—good as new again! Forty crisp fashions in May 1 Vogue (next issue) will pass this safe-in-soap-and-water test. Pass, too, Vogue's scrutiny for the lines, colours, fabrics—that will be most becoming and serviceable for a busy wartime summer. Tagged by Vogue as news-worthy and water-worthy, look for: *Black Cottons,* exciting newcomers to the city scene . . . chromatic *Ginghams,* for summer evenings . . . *Shirtwaist Dresses* in softer, formal versions . . . *Daylight White,* 1942 freshener for town . . . *Coloured Suits* that go blithely to the laundry . . . *Old World Motifs* from Quebec in clothes for summer in America . . . *Cotton Lingerie,* to keep you ice-cool to the skin. And, for nimble fingers, there will be a complete *Washable Wardrobe* of Vogue Designs for Dressmaking.

May 1 VOGUE . . . on sale at your newsstand April 24

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CIGARETTES
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Smart women demand them!
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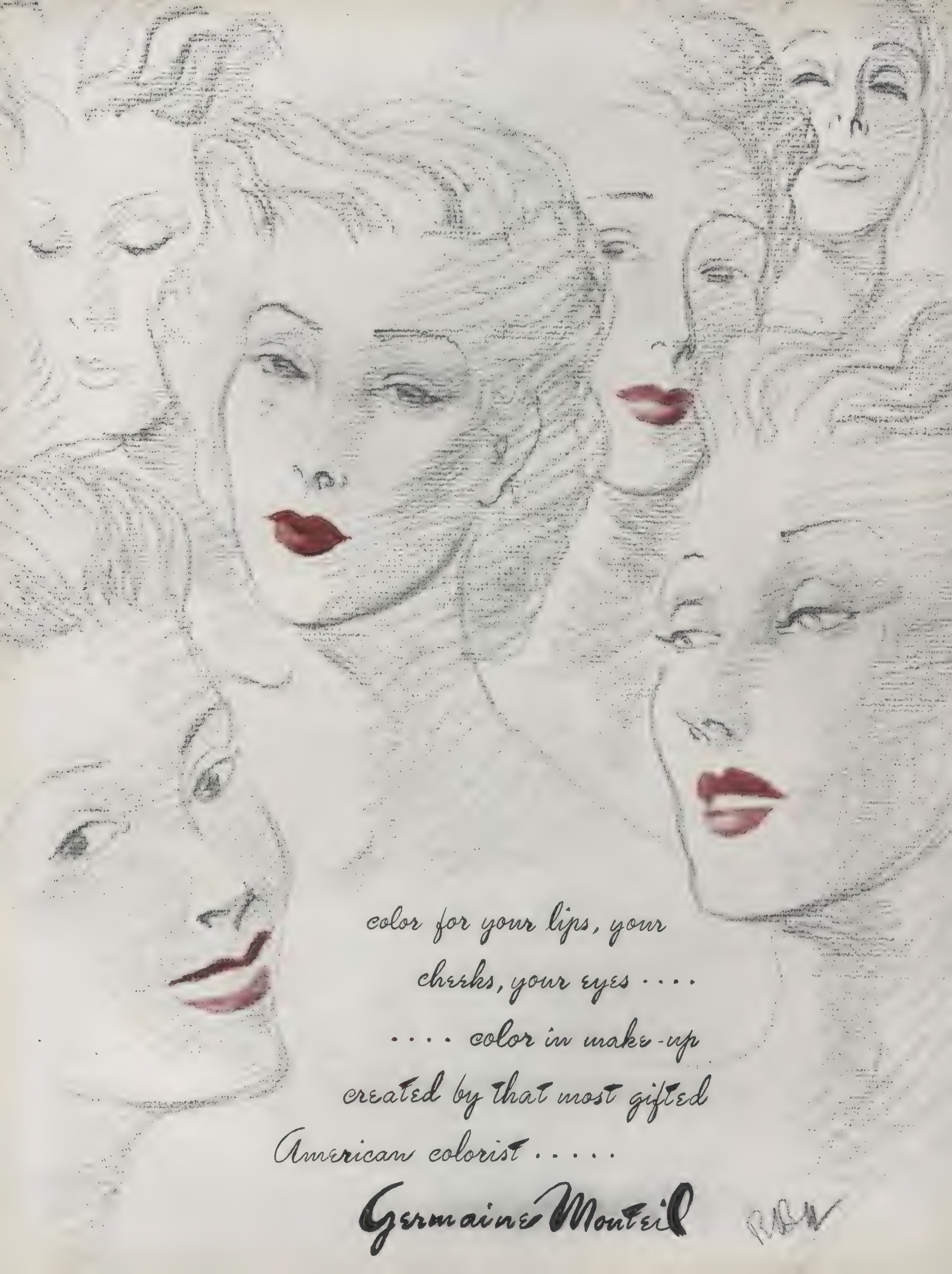


color for your lips, your
cheeks, your eyes . . . .
. . . . color in make-up
created by that most gifted
American colorist . . . . .

Germaine Monteil

Vogue's-eye view of our ration-al lives

Q. Why a picture of the Capitol on this fashion page?
A. Because so many of the rules and laws for our new rational lives necessarily emanate from Washington.

Q. What do you mean, *rational* lives? Do you mean rational: subject to rations? Or rational: reasonable, right?
A. Well, we mean both.

Q. Quite a coincidence, isn't it...those two entirely unrelated meanings *both* applying so well?
A. No, not a coincidence, because they're not really unrelated. The original stem word was the same...and now the two meanings are again the same, too.

Q. Hmm. I'll admit that submitting to rations is necessary, patriotic, reasonable, right. But you don't think it's going to be pleasant, do you?
A. Let's see about that. Take fashion...there's plenty of rationing there. Well, what makes a fashion pleasant, fun?

Q. Oh—attractiveness, becomingness, imagination.
A. Exactly. Then if...rations or no...the new clothes are attractive, becoming, imaginative, are they fun?

Q. I don't know why *I'm* answering...but all right, yes.
A. Good. Please turn the pages of this issue.

On cover: Pink jacket, black skirt, dotted blouse; linen, and rayon shantung. Carolyn Modes suit, $35. Hat, $17. Arnold Constable; Mandel Bros.; Mabley and Carew

RAWLINGS • CONDÉ NAST ENGRAVING

RATIONAL AND BEAUTIFUL...UNDYED SHANTUNG

Priority Possibilities

Clothes present—and probable.
You'll take them and like them

THIS spring, your clothes will hardly begin to feel the effect of wartime rations. There are still, in the market, plenty of the bright colours and plenty of the black, brown, and blue shades we love so well. There are still, in the market, stocks of cotton and rayon and wool for clothes; stocks of silk and nylon stockings, elastic girdles, metal costume jewellery. These are the stocks on hand...the stocks manufactured before Priorities set in...and the Government wants us to use these "availables." So long as they are for sale in shops, they are there to be bought.

True, rations are ahead. Along about autumn, they'll begin to sneak into your wardrobe. But as far as one can see, they're rations and not deprivations. Already, as a sort of preview, clothes are being made to meet all Government restrictions, and they're as wearable, becoming, charming as anything we've ever worn. They're clothes you'll like for their own sakes—clothes that are a credit to you as well as the Government.

When these rations do enter your wardrobe, they won't enter all at once. But gradually. Little by little. Every woman understands the necessity for them. Double demands put upon raw materials, whether home-grown, chemically concocted, or imported. The Armed Force's need for gigantic stocks: Wool for uniforms. Cotton for Army sheets. Nylon for parachutes. Dyes for war chemicals. Bleaching chlorine for explosives. Metals. Rubber. Even such plentiful crops as cotton must replace, make up for, substitute for scarce or disappearing materials.

JUST how much we'll be asked to give up, no one knows so far. Just exactly what lies in store, no one knows so far. We only know that whatever we are asked to do, we shall do. Nothing counts but victory.

Already, with a look-into-the-future, clothes designers are anticipating *now* so that they, and we, will be prepared *when*. They are practising now with the rationed and soon-to-be-rationed to see what the clothes possibilities under Government priorities will be.

Already, several costumes have been made that use no dye—or practically none. You see one opposite—a silk tussur suit in its natural state. You see another on page 37—a wool jersey suit in a pale beige shade using very little dye. Neither one of them is a Necessity yet, but they go to show what possibilities exist under priorities. They're charming fashions in themselves, costumes we'd love to wear—rations or no rations. Force of necessity will bring more pale shades—beige and grey and pastels—and who minds that? Colour cards are being cut from fifty different shades to perhaps fifteen. But fifteen shades to choose from—that's no privation.

PERHAPS the most stringent restriction the Government asks us to put on our clothes is the amount of cloth to be used in each individual garment. No more skirts of yards and yards of fabric. No more pleats which require three and a half times more fabric than unpleated designs. No unnecessary pockets and flaps and godets and tunics; no unnecessary doubling or overlapping of material. But fashion can make a virtue of such necessity and, as in the case of the Molyneux clothes on pages 40-41, narrowness becomes more desirable than a look of ampleness. Slim pencil lines always were a compliment to American figures.

There will be no metal except sterling silver for any kind of costume jewellery, compacts, lipstick cases. Look on the following page to see what can be done with plastics for jewellery and charming fittings for your purse. Wood, shell, glass, plastics...any number of unrationed materials make you forget buttons and buckles and costume jewellery were ever made of anything else.

There will be enough leather for shoes, but the colours will be fewer than you have known before. But even though wartime regulations do not call for it, look at the plastic "patent leather" shoe on the next page.

How long silk stockings will continue no one can tell. Silk is certainly on its last legs. How long nylon and rayon can be allotted to the "non-essential" stocking industry is also a question. But look on the next pages at

← RATIONAL AND BEAUTIFUL (opposite)

A suit that, without trying, complies with priorities—and compliments you. A natural silk tussur suit using a minimum of fabric. Although silk is withdrawn from production, the Government asks us to use "availables" already woven. Suit; $40. Speare congo pigskin gloves. All; Altman. Cowhide bag, felt hat; John-Frederics. Suit, hat, bag, also at Marshall Field; L. S. Ayres

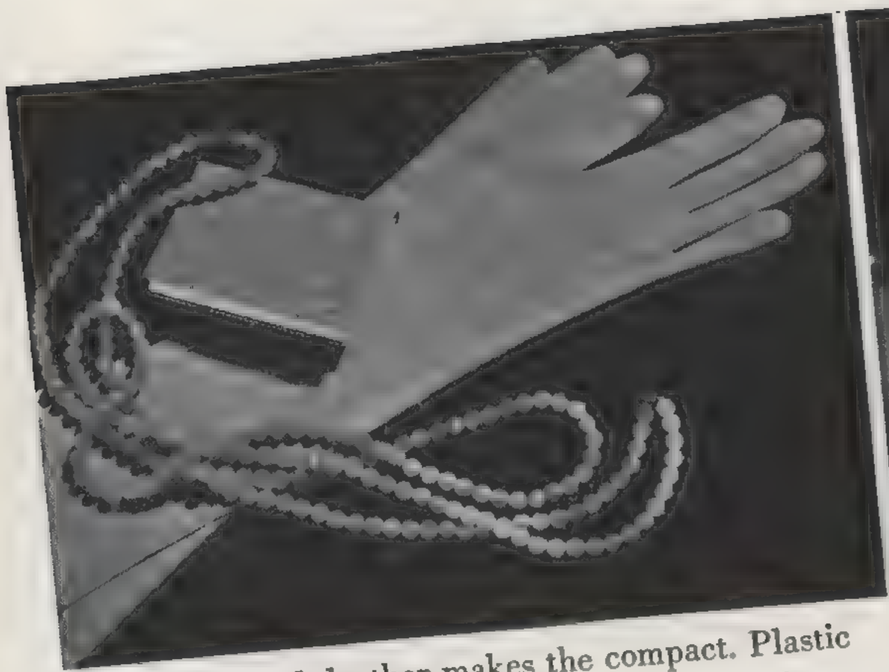
Priority Possibilities (continued)

Carry your share . . .

the stockings which are made of cotton (not lisle, which is difficult for us to produce and usually came from the long-fibred cotton of Egypt). All sorts of new meshes and new knits are being invented. And just as we were going to press, in came a new cotton stocking that is probably the most beautiful one ever created in America...a sheer cotton almost as transparent as silk, with a dull finish that puts the high shine of silk to shame.

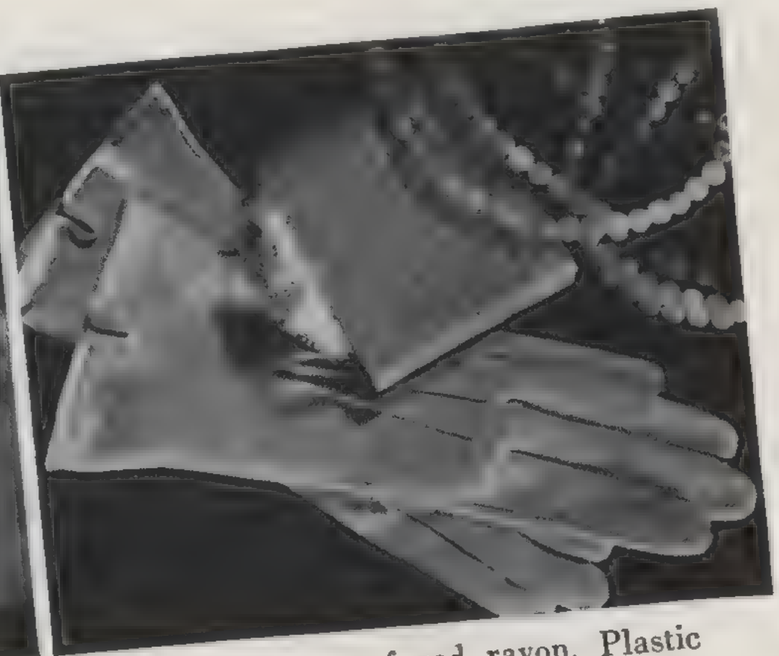
There is enough rubber, and materials woven with rubber, to give us elasticized corsets and brassières for another year. This will be used discreetly, and only in the sections of the garments where it is most needed. This means many more fabric panels than we used to have, and often a substitution of knitted jersey (which has a natural stretch). After that? No one really knows, yet. Perhaps there will be a small allotment of rubber to the industry. And if there isn't, clever cutting can make us forget it.

Fashion is no abstract term. It is the clothes you wear, the shoes you walk in, the way you are to-day. In peacetime, it was interesting to change, to vary your clothes, with varying tides of fashion, to make them, perhaps, your decorative contribution to the local scene. Now you have something more important to contribute; your work, your time, your money, yourself. You want your clothes to respect both your attitude and your appearance; clothes that comply but remember to compliment; clothes—in a word—that are inextricably tied up with the times.



Instead of metal, leather makes the compact. Plastic beads. Saks-Fifth Avenue. Van Raalte cotton gloves

Shoes that look and feel like patent leather, but aren't. They're made of a new plastic. Saks-Fifth



Metal-less compact of red rayon. Plastic beads. Saks-Fifth. Van Raalte cotton gloves

Undyed cotton Holeproof stocking of fine rib mesh. Bonwit Teller

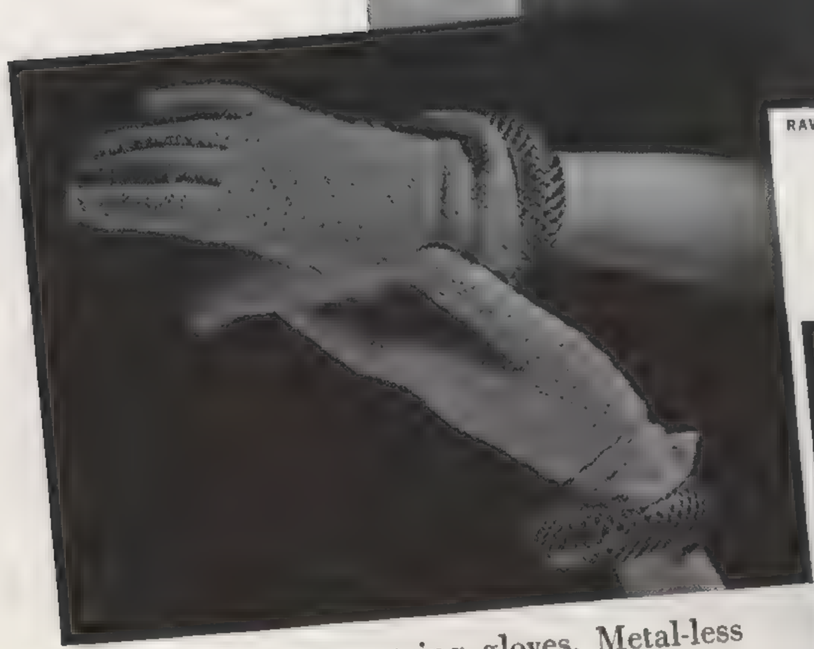
Undyed cotton Gotham stockings with a wide rib, for sports. Lord & Taylor

EMELIE DANIELSON

Fan clip—looks like gilt metal, but is of unrationed plastic. Saks-Fifth

RAWLINGS

Pale beige slim suit. Sophie Gimbel design; Salon Moderne, Saks-Fifth Avenue



Natural cotton string gloves. Metal-less bracelets, made of plastic. Saks-Fifth

No precious metal in this plum clip—it's of plentiful plastic. Saks-Fifth Avenue

They comply—they compliment

HORST

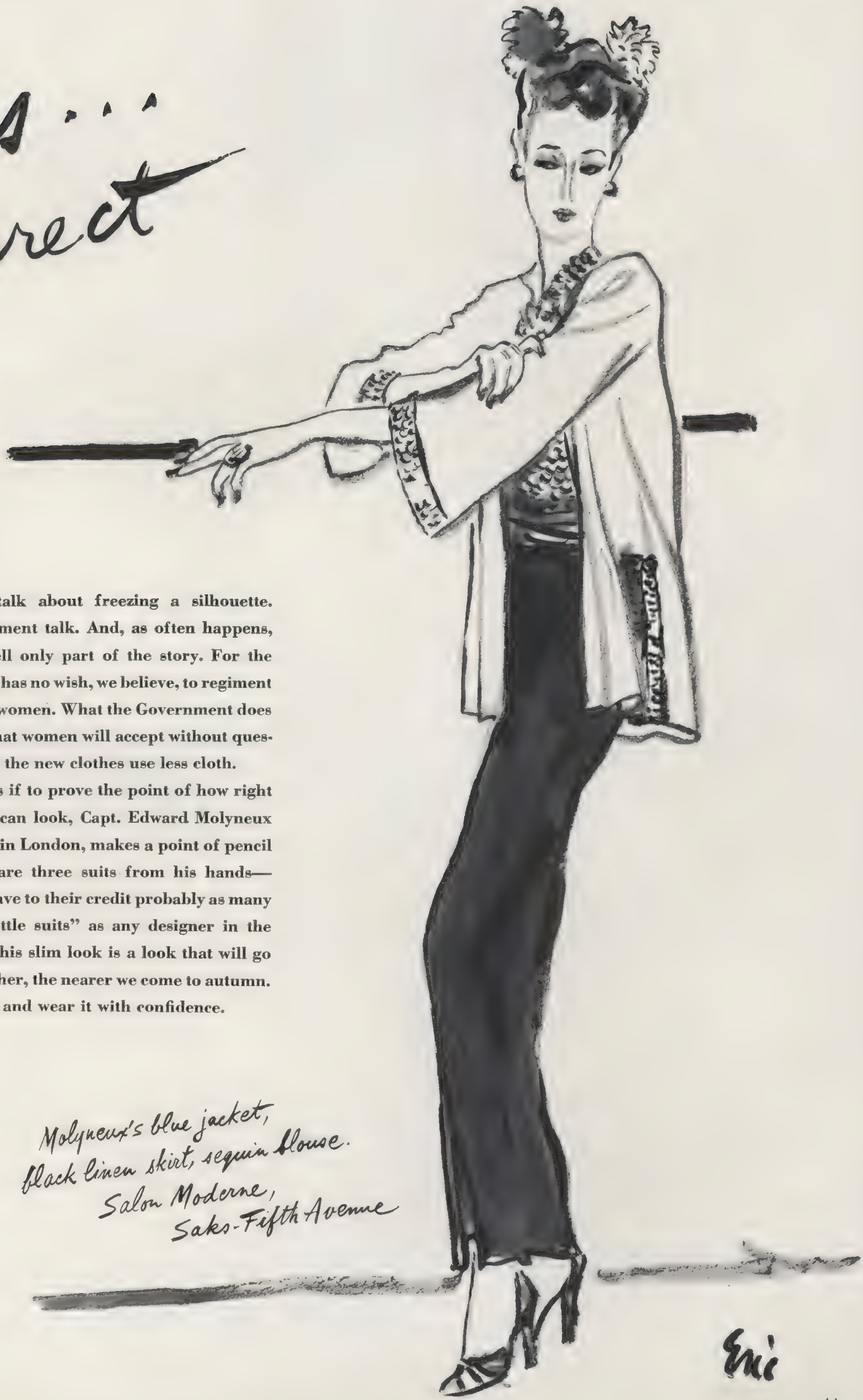
SUITS NATURALLY PALE

Left: A dinner-costume the precise colour of a spear of wheat: made of Crown-Tested rayon-and-wool gabardine. Its grain-beige takes a very rationed amount of our soon-to-be-limited dyes. And the result? Unlimited drama for a dress slit to the knees; a jacket buttoned to show a full cape. $50. Black shirt. Best; I. Magnin; Famous-Barr

Opposite: Two dinner-costumes in the creamy-beige of natural silk shantung—which takes, of course, no dye at all. And the result? Quite perfect. First: A jacket-suit, with Chinese earrings for buttons. Second: A bolero suit with black, quilted, gilt revers. Fira Benenson designs, Salon de Couture; Nadja Buckley jewels; all, Bonwit Teller

Pencil
Two Molyneux's:
First: Yellow wool jacket and dress.
Second: Herring-bone rayon crêpe suit, yellow facing.
Both; Henri Bendel
Eric

lines . . . correct



THERE'S talk about freezing a silhouette. Government talk. And, as often happens, head-lines tell only part of the story. For the Government has no wish, we believe, to regiment the looks of women. What the Government does ask—and what women will accept without question—is that the new clothes use less cloth.

And as if to prove the point of how right "less cloth" can look, Capt. Edward Molyneux—designing in London, makes a point of pencil lines. Here are three suits from his hands—hands that have to their credit probably as many "favourite little suits" as any designer in the world. And this slim look is a look that will go far—go further, the nearer we come to autumn. Watch for it and wear it with confidence.

Molyneux's blue jacket,
black linen skirt, sequin blouse.
Salon Moderne,
Saks-Fifth Avenue

NOTES ON NAZIS

The state of personal life, of love, books, and women under Nazi rule

By Countess Waldeck

[EDITOR'S NOTE: *Countess Waldeck is the author of the new best-seller, "Athene Palace," an account of her months in Bucharest, Rumania, both before and after the Nazis took over. Of German birth, Countess Waldeck left Germany some twelve years ago; now she is an American citizen.*

As a journalist, with an American passport, she went to Europe a year and a half ago, to watch with a cool, feminine eye just what was happening, returning to New York a few months ago.]

How Do the Nazi Women Dress outside Germany?

SOME of the Nazi women, for special reasons, dress amazingly well. (The average German woman inside the country dresses miserably, is rather thoroughly regimented.) But there is a whole crop of chic Nazi women loose on the European continent.

It's quite logical. Dressing is part of the Fifth Column propaganda. Among other things, the Fifth Column had to convince European ladies that, under Hitler, women were beautifully made-up creatures, clad in mink coats and clothes from the Rue Cambon. For that reason, women who were allowed to go abroad were hand-picked for advertising value; they were the mannequins of the Third Reich.

There was, for instance, Frau Edit von Coler, a notable propagandist, who had done such an amazing job in weaning Rumanian society away from the French. About forty-five, medium-sized, round-faced, with bamboo-blond hair and gentian-blue eyes, this lady, who dressed exceedingly well, had a charm which was at the same time earthy and brainy.

A woman who could well compete as one of the "ten best-dressed" women was the Princess Fedja Saym-Wittgenstein, whose husband represented German industrial firms in the Balkans. A tall, narrow-hipped, wide-shouldered brunette with a small Gibson-girl face, the Princess wore tailor-made suits all through the day, every day, and most of the evenings. The secret of her chic was that her coats hung very loosely from her Greek shoulders.

Men, too, seemed to be hand-picked for looks and manners, as well as for ability. What struck me first about the Nazis at the Athene Palace in Bucharest was the absence of the fat rolls on the backs of their necks and of the sheared skulls, which one invariably connects with the "Boche." One day I asked one of the Fifth Columnists: "What did your Führer do with all his Boches? Did he kill them off by any chance?" And he blithely replied: "Oh, the Boches, he sent them all to Poland."

Months later, the full meaning of this facetious remark dawned upon me. By then, the pacific German conquest of Rumania was completed, and lots of Boche industrialists and Gestapo men, complete with fat rolls and sheared skulls, flocked to the Athene Palace. And I realized that the Nazis troubled about hand-picking glamour boys for exportation only *before* the conquest. *After* the conquest, they let Nature run its course.

What about Love?

I never saw so much *adult* passion as I saw among the Germans. Elderly gentlemen, some of Hitler's highest officials (for instance, Dr. Schacht) take time out to divorce their old wives and marry the women they love. I wondered at first whether it was just that the breaking up of social ties, which goes with all revolutions, made people casual about the making and breaking of personal relationships. But it was the other way 'round. Love had become frightfully important in the revolution. It was, in fact, the most effective escape from the State.

I remember a German officer of the military mission in Bucharest, a grey-haired aristocrat, who at Christmastime was joined by a very beautiful young woman. As German officers were not allowed to bring their wives with them to Rumania, everyone assumed that the lady was his mistress. I later learned that they had been happily married for years. His brother officers, well aware of the legitimate facts, did them the courtesy to take them at their illegitimate face value. (Continued on page 88)

GINGHAM...QUILTED, SEQUINNED, FLARING →

(Opposite) This is a gingham year. A cotton year. Cotton is America's crop, and though the Government is requisitioning a great deal, we grow a great deal. You'll see gingham in everything from town suits to dance dresses, bathing-suits to evening coats...like this sequin-starred, quilted one, designed by Adrian, of Galey and Lord gingham. (Pure enchantment, brides, in a trousseau.) Worn with it here, Olga Tritt's emerald clip; Kathleen Mary Quinlan's "Heyday" lipstick. Adrian coat at Bonwit Teller; Marshall Field; Kaufmann's, Pittsburgh

RAWLINGS • CONDÉ NAST ENGRAVING

GINGHAM...QUILTED, SEQUINNED, FLARING

The Charmed Life

A memory of an amazing man, encased in an imperturbable shell

By KATHERINE ANNE PORTER

IN 1920, he was nearly eighty years old, and he had lived in Mexico for about forty years. Every day of those years he had devoted exclusively to his one interest in life: discovering and digging up buried Indian cities all over the country. He had come there, an American, a stranger, with this one idea. I had heard of him as a fabulous, ancient eccentric completely wrapped up in his theory of the origins of the Mexican Indian. "He will talk your arm off," I was told.

His shop was on the top floor of a ramshackle old building on a side street in Mexico City, reached by an outside flight of steps, and it had the weathered, open look of a shed rather than a room. The rain came in, and the dust, and the sunlight. A few battered show-cases and long rough tables were piled up carelessly with "artifacts," as the Old Man was careful to call them. There were skulls and whole skeletons, bushels of jade beads and obsidian knives and bronze bells and black clay whistles in the shape of birds.

I was immensely attracted by the air of authenticity, hard to define, but easy to breathe. He was tough and lean, and his face was burned to a good wrinkled leather. He greeted me with an air of imperfect recollection as if he must have known me somewhere. We struck up an easy acquaintance at once, and he talked with the fluency of true conviction.

SURE enough, within a quarter of an hour I had his whole theory of the origin of the ancient Mexicans. It was not new or original; it was one of the early theories since rejected by later scientists, but plainly the Old Man believed he had discovered it. It was a religion with him, a poetic, mystical, romantic concept. About the lost continent, and how the original Mexican tribes all came from China or Mongolia in little skiffs, dodging between hundreds of islands now sunk in the sea. He loved believing it and would listen to nothing that threatened to shake his faith.

At once he invited me to go with him on a Sunday to dig in his latest buried city, outside the capital. He explained his system to me. He had unearthed nearly a half-hundred ancient cities in all parts of Mexico. One by one, in his vague phrase, he "turned them over to the Government." The Government thanked him kindly and sent in a staff of expert scientists to take over, and the Old Man moved on, looking for something new.

Finally by way of reward, they had given him this small and not very important city for his own, to settle down with. He sold in his shop the objects he found in the city, and with the profits he supported the digging operations on Sunday.

He showed me photographs of himself in the early days, always surrounded by Indian guides and pack-mules against landscapes of cactus or jungle, a fine figure of a man with virile black whiskers and a level, fanatic eye. There were rifles strapped to the bales on the pack-mules, and the guards bristled with firearms. "I never carried a gun," he told me. "I never needed to. I trusted my guides, and they trusted me."

I ENJOYED the company of the Old Man, his impassioned singleness of purpose, his fervid opinions on his one topic of conversation, and the curiously appealing unhumanness of his existence. He was the only person I ever saw who really seemed as independent and carefree as a bird on a bough.

He ate carelessly at odd hours, fried beans and tortillas from a basket left for him by the wife of his head digger, or he would broil a scrawny chicken on a stick, offer me half, and walk about directing his men, waving the other half. He had an outdoors sort of cleanliness and freshness; his clothes were clean, but very old and mended. Who washed and mended them I never knew. My own life was full of foolish and unnecessary complications, and I envied him his wholeness. I enjoyed my own sentimental notion of him as a dear, harmless, sweet old man of an appealing sociability, riding his hobby-horse in triumph to the grave, houseless but at home, completely free of family ties and not missing them, a happy, devoted man who had known his own mind, had got what he wanted in life, and was satisfied with it. Besides he was in perfect health and never bored.

Crowds of visitors came and bought things, and he dropped the money in a (Continued on page 97)

← Colour on the Shoe Palette (opposite)

There's colour on hand for summer shoes. So far, priorities haven't curtailed it. There are bright shoes to accent natural or white summer things, or to harmonize with bright costumes. Opposite—four of the newest: A lizard sandal in parsley-green. A calf sandal in warm tan. A cosmos-pink calfskin ballet slipper. And a red calf pump. All: I. Miller

NEW—SURREALIST CLOWN EFFECTS, SIMPLIFIED DALI

OLD—THE CHUBBY CIRCUS BAND, BLARING AND BRASSY

OLD—SOUVENIR SELLER, BARKING HIS CANES, HIS KEWPIES

OLD—TRADITIONAL CLOWN, DRESSING HIS TRAINED DUCK

TONI FRISSELL

CIRCUS CLASSIC—THE GREAT FELIX ADLER, CHIEF OF THE CIRCUS CLOWNS

NEW—GEDDES' COSTUMES FOR THE AERIAL ARTISTS

ART, patriotism, and the international conscience have hit the circus hard. In a five-ring welcome to a bull-fighter, Good Neighbourliness surges. Patriotism blossoms everywhere, climaxing in a finale of V's around the President's portrait. Art lives in Norman Bel Geddes' costumes and blue tanbark, in Balanchine's ballet.

But the circus rises above it all. (Balanchine's "Spectre de la Rose" is performed by lissom elephants, in 3,700 yards of *tutus.*) Starting out from its usual early April opening in New York, it will again carry its 1,500 members 20,000 miles around the U. S. It will again play to millions of Americans, who will love it, not for its art, but for its beautiful, indestructible corniness.

CHINESE WAR POSTER

NO SACRIFICE...NO VICTORY

Agnes Smedley, China correspondent, writes of China's war-wise women, who have made their choice

WHILE sitting at my table in my small, barren room in one of the hospitals of the New Fourth Chinese Army along the front, a delegation of women one day visited me. As is the custom with the people, they pushed open the unpainted door without knocking, and stood there. First came a tall, gaunt peasant woman with thin hair caught in a small knot at the nape of the neck. She, like the younger women who followed her, was in her finest clothing—blue or grey cotton trousers and blue, or newly-washed white, jackets fastened up to the throat. All were wives or daughters of peasants or small tradesmen.

The old woman, their leader, was sixty-eight years of age, but she might have been fifty, and when she began to speak she might have been ten years younger, so firm and vital was her voice and bearing. The younger women yielded precedence to her. Native ability had marked her for leadership, but life had cast her in the small village, isolated from channels of human culture.

We bowed to each other across the room, as is the custom, and then all sat down on the narrow benches brought in by an orderly.

"We are from the Woman's National Salvation Association," the old woman said in a harsh, grim voice. Her lean, brown hands grasped the cotton trousers across her thin knees, and the tendons in the hands and wrists stood out like whipcord. "As you know, today is March 8—International Woman's Day. You are an American woman, so we Chinese women have come to express our solidarity with Western women. We want you to tell the women of your country that we Chinese women struggle to emancipate ourselves and our country. We women must arise and struggle. You show the high spirit of womanhood by your willingness to eat bitterness with us."

"Thank you—but I do not eat bitterness. It is you women and your Army that eat bitterness. I gave up nothing to come here."

"Yet you have come to this battlefield to face danger and death with us."

"Where is there not danger and death today? All of us have but our choice—to choose our battlefield."

"Right!" all the women exclaimed. The old woman then added: "We women want to comfort you, so we have brought you a chicken and ten eggs."

One of the younger women returned with a small basket of eggs and a squawking chicken with its legs tied together. I arose, bowed, and accepted the gifts, but protested that I did not need them.

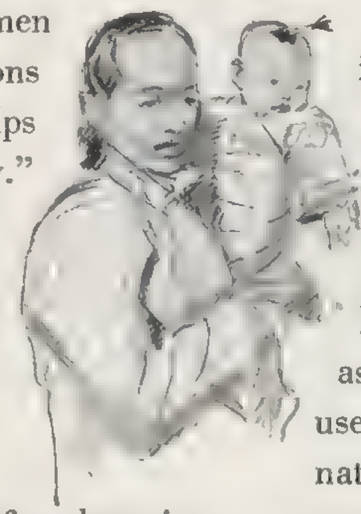
"Do not stand on ceremony," the old woman remarked peremptorily. "Take them—eat!"

"Tell us what we women here should do," she went on.

"Tell me first what your Association has already done."

"We have organized forty women in this village," the old woman said, "and with the three other villages we have over a hundred. The younger women study each night; our cultural level is low. We hold discussion classes, and one of the Army women helps us. We discuss how we can best help in the war against the enemy and win the final victory. The final victory will be ours even if we lose many battles.

"We urge our young men to join the Army and fight, and our older men to help carry the wounded or carry things for the Army. We do more field work so the men can fight or help the Army. I have two sons fighting at the front, but my youngest son helps me in the fields. He is fifteen. I am a widow."



"You are very brave. Do you do much field work?"

"When the season begins I work all day in the fields."

"It is you who eat bitterness."

"All must sacrifice now. Without sacrifice there is no victory. We do not want to be slaves of the devils. But now we have a hard problem. In our village are men who do nothing but gamble all day long, and some smoke opium.

"That Army over there," she waved her hand to the west, "brings in opium on their military trucks, and no man can stop them. We women have gone to those gambling and opium places and said: 'Men! Our sons and husbands are fighting at the front, and here you sit gambling and smoking opium. You disgrace yourselves and our country. You have no right to waste money gambling.' "

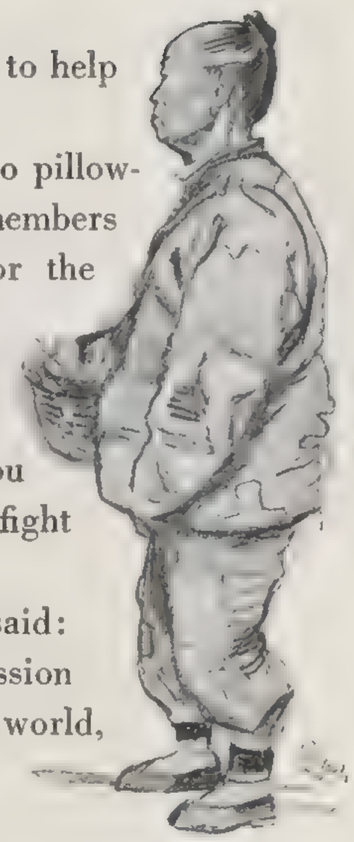
"Do they listen to you?"

"Listen to us!" she exclaimed. "No! They say we are only women and should get back to our kitchens and act like women instead of trying to step out into public life like men. We have talked with the men with love in our hearts, but they have no face."

"What else can you advise us to do to help the Army?" asked one of the women.

"The hospital has no pillows and no pillow-cases. Is it possible for each of your members to make a pillow and a pillow-case for the wounded? You could embroider words to comfort the hearts of the wounded—words like 'Hero of the Nation,' or 'Towards the Final Victory'. I am certain you can think of many things. It is also my fight—this war," I said.

The old woman looked at me and said: "Yes, as the woman who leads our discussion classes says, we fight for the people of the world, and our cause is one."



Soon we arose and went outside to go to the hospital. Beneath a large pine about a hundred women, all clad in clean clothing, with a number of men, were sitting in the shade, waiting for the old woman and her group. The men sat amongst big baskets filled with many gifts, and two of the men had a half of a slaughtered hog slung on a big pole between them. When we appeared, they all arose and followed us up the path to the great family temple of a landlord, which the Army used as a hospital.

For the thousandth time, I stood watching and listening to the poor men of China, and to the poor women also, expressing ideas and shouting thoughts that have lifted them over centuries. I thought of these people in these small, isolated, backward villages, dull, monotonous, cut off from all streams of world culture. Now they spoke of free women of the world, of women as citizens with the rights and duties of citizens; they used words such as "cultural," "the final victory," "international woman's day," "guarding your rear," "learned women."

It was about a week later that one of the Army doctors came into my room in the hospital and urged me to come out into the clinic at once. I went, and there on a stretcher lay the old woman peasant leader.

"Oh, American comrade!" she exclaimed weakly as I bent over her. "Look what they have done!"

I looked! Her clothing was torn, and she was battered into a black and blue mass of flesh. And as the doctor and nurse tended to her, she told about it.

"We argued with the gamblers and opium smokers with love in our hearts," she said falteringly, "but they would not listen. So many of us women went with sticks and said: 'We have argued with you with love in our hearts, and we have tried to make you patriotic. You would not listen. You are like traitors stabbing our Army in the back. We now order you—go home.' " (Continued on page 87)

MAINBOCHER ORIGINAL. A suit...like everything in his new collection...with deep respect for the times, deep respect for the way women want to look today. Conservative in line, conservative of material, the jacket is white, the skirt black rayon-and-cotton. What turns it into the perfect late afternoon—or later—suit is the dash of green crystals on pockets and dickey. Loretta Young wears it here with Lilly Daché's white straw hat

Loretta Young in

RAWLINGS

Black and White

BERGDORF GOODMAN ORIGINAL...in black and white...with the slim silhouette that every woman likes...priorities or not. Basically, it's a neatly tailored suit of black rayon matelassé. Over your head slips a befringed cowl collar of white crocheting, under your chin is a dickey of more white crocheting... crochet-hooks are busy again. Loretta Young wears it here with a Breton of black felt. The décor is by James Pendleton

Shantung...
First: White jacket, black skirt of silk shantung. $50. Young-Timers Shop, Henri Bendel
Second: Red, white, and blue... rayon shantung and crêpe. Charles Cooper design; $40. Saks-Fifth Avenue
Third: Pink silk shantung jacket... black wool jersey skirt. $40. Saks-Fifth Avenue
In Vogue's next issue: Summer Fashions, safe in soap and water

in new ways

First: Urbane blue suit;
rayon shantung; polka-dot bow.
$40. Saks-Fifth Avenue

Second: Brief jacket, peg-top skirt
of black rayon shantung.
Eyelet embroidery jabot. $40. Best

Third: Frilly, frothy gilet
of pink mousseline de soie,
on a black rayon shantung suit.
$40. Bergdorf Goodman

MEDICAL SUPPLIES FOR THE ALLIES

400 doctors and 200 trained nurses —all volunteers of the Medical and Surgical Relief Committee—send out supplies all over the free world

. . . They send to these places . . .

Australia, the Middle East, Tahiti, Britain, Iceland, Norway, Greece, China, Africa, Saint Pierre, Hawaii, the Philippines, Ireland, and Emergency Hospitals in the U. S. A.

. . . They send these supplies . . .

5,000 pounds of sulfanilamide
10,000,000 vitamin tablets
400 operating sets
80,000 tetanus antitoxin
200,000 wound clips
650,000 surgical instruments
500,000 sulfathiazole tablets
5,000,000 aspirin tablets
300 emergency medical field sets

ANTITOXIN for Chungking, sulfapyridine for Hawaii, and surgical instruments for Britain—these are the hasty cabled requests reaching the Medical and Surgical Relief Committee in New York every day. And the requests are filled, quietly, quickly, efficiently, by doctors and nurses who have organized themselves into a compact nucleus of experts.

The Committee was started, however, not by a doctor, but by a layman. It was the idea of Mrs. Huttleston Rogers, who, working with six New York doctors, ballooned the organization until it was nationwide, covered forty-four states. Four hundred doctors were asked by the Advisory Chairman to act as key men. They saw to it that the public, doctors, hospitals, drugstores, and pharmaceutical companies all over the country were combed for supplies. (They even write to the widows of doctors asking for the no-longer-used instruments, the left-over drugs.)

Now cables come to the enormous grey warehouse headquarters, piled to the ceiling with boxes, with metal trunks, bright with the splash of the Medical Cross. There trained nurses go over the supplies, check them, with the calm of an operating-room, send them on their way. Vital decisions are often made by long distance between Dr. Joseph Peter Hoguet, Medical Director, and Mrs. Rogers on the direct wire to her house in Virginia.

All volunteer, almost entirely specialized, this organization of six hundred is drawing knowingly on the medical profession to meet the needs of the doctors with the free fighting forces. Every new attack means a new battlefield, a new need for instruments and drugs. After Pearl Harbor, the Committee was asked to send supplies not only to Hawaii, but also, under special arrangements with the Office of Civilian Defense, to hospitals and first-aid posts throughout the United States. Like a compensatory organ, the Committee is still growing, to meet the spread, the thrust, and the suffering of war.

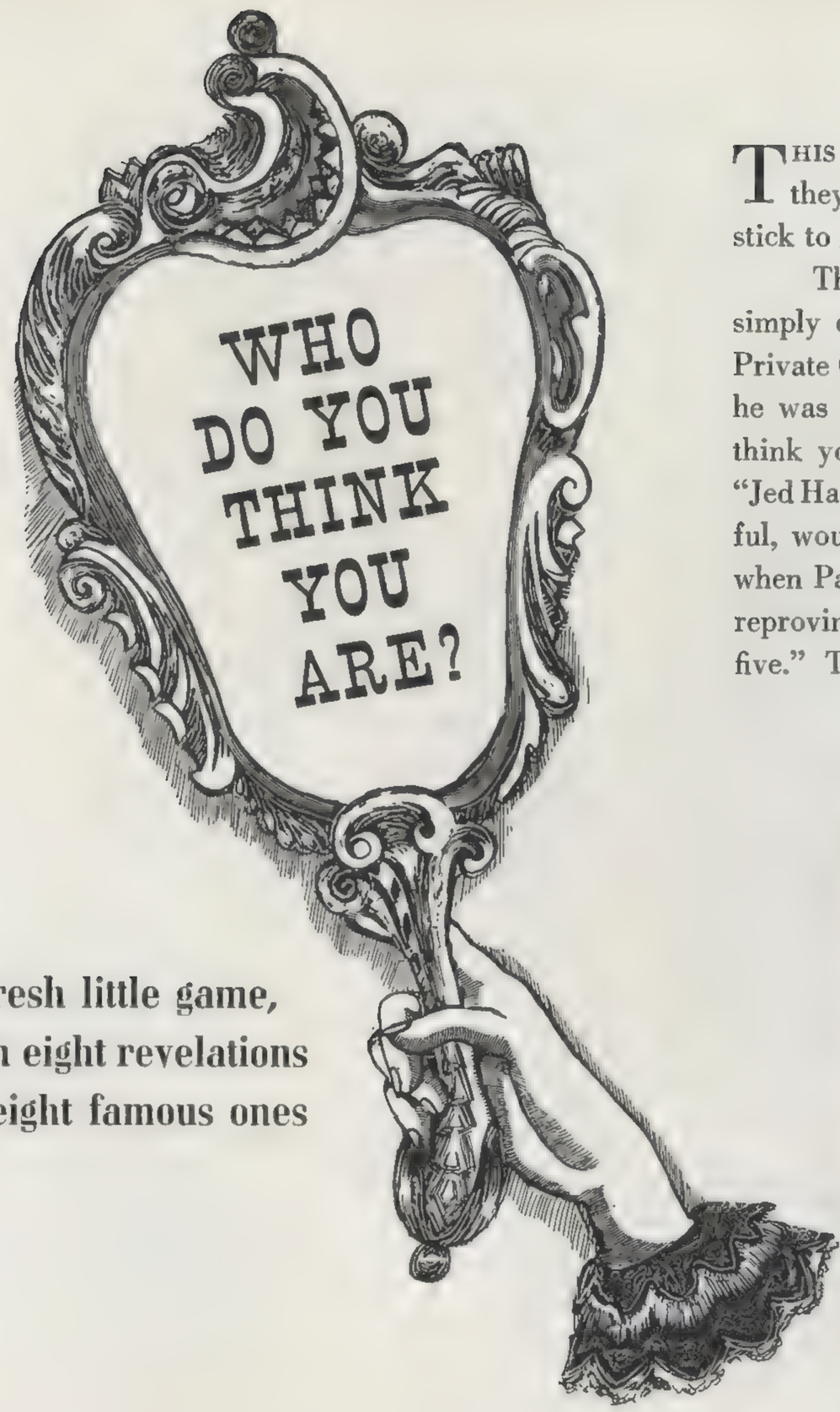
MRS. HUTTLESTON ROGERS (opposite) ⟶

Mrs. Rogers is the founder and Executive Chairman of the Medical and Surgical Relief Committee, which, since August, 1940, has been sending medical supplies to almost all the far-flung battlefields of the United Nations.

The daughter of Mrs. Benjamin Rogers and the late Henry H. Rogers, Millicent Rogers is a famous beauty with a fine-drawn face and notably beautiful hands. She lived for many years in Europe; when she was married to Ronald Balcom, her small, gay Austrian chalet was a centre of skiing life. Now she lives in historic, eighteenth-century "Claremont Manor" on the James River in Virginia. Part of her time is spent there, part in New York, working for the Committee, for all hospitals within reach of Axis bombs.

BALKIN

MRS. HUTTLESTON ROGERS



A fresh little game, with eight revelations by eight famous ones

THIS is a new game—finding out who your friends really think they are, whose success they would like to duplicate. Some stick to one *alter ego* all their lives, some vary with their moods.

The game itself, now played all over the country, started simply enough at a New York night-club early this year when Private Garson Kanin told this story. Years ago as a cub-director, he was having trouble with a recalcitrant actor. "*Who* do you think you are?" asked the actor. Startled, Kanin said quickly, "Jed Harris." Listening to the story, Clifford Odets looked thoughtful, wouldn't answer when he was asked his other self. Finally, when Paula Laurence asked "Isn't it Beethoven?" he said mildly, reprovingly, "I only thought I was Beethoven until I was twenty-five." That's how the game started. Here's how it is going.

GARSON KANIN *thinks he is* JED HARRIS

Garson Kanin, famed for his top box-office movies on low budgets (he did "Tom, Dick and Harry"), fancies his brilliant eccentric side; Harris, his hero, rose to eccentric fame in the 'Twenties—the producer of "Broadway," a man bursting with extravaganza

GERTRUDE LAWRENCE *thinks she is* FANNY KEMBLE

Gertrude Lawrence, the darling of the Noel Coward 'Thirties, the quick, taut "Lady in the Dark," adores her romantic side; Fanny Kemble, her pattern, known as "The Passionate Victorian," was a great actress of the nineteenth century, with a soft, famous laugh

KATHARINE HEPBURN *thinks she is* MAUDE ADAMS

Katharine Hepburn, peaked, enchanting, rough-voiced, finds something elfin, helpless, other-worldly in herself; Maude Adams, Hepburn's dream self, was famous for her "Peter Pan," her enchanted Barrie charm, her delicacy, her slipping voice

CLIFFORD ODETS ***thinks he is*** **LUDWIG V. BEETHOVEN**

Clifford Odets, the playwright of the moving "Awake and Sing," of "Golden Boy," likes his crusading side, his passion for music; Beethoven, his hero, one of the world's greatest composers, was also an uncompromising Utopian

PAULA LAURENCE ***thinks she is*** **SARAH BERNHARDT**

Paula Laurence, beloved for her dead-pan songs, her zany hats, somehow fancies her hidden side; her heroine is Sarah Bernhardt, the nineteenth-century French actress, famous for her grand manner. (But Miss Laurence takes the grand manner for a fall)

ORSON WELLES ***thinks he is*** **G. K. CHESTERTON**

Orson Welles, a prodigious character, the writer-actor-director-producer of "Citizen Kane," has a fancy for himself as G. K. Chesterton, the prodigious English novelist-poet-essayist who had, as Welles has, a striking flair for practical jokes

GINGER ROGERS ***thinks she is*** **GRACE HAYES**

Ginger Rogers, usually the idealization of the white-collar girl, now the pretty-legged "Roxie Hart," likes her gay self; Grace Hayes, her heroine, was the shingle-haired jazz baby of the 'Twenties, a pretty-legged beauty—a famous dancing head-liner

GRACE MOORE ***thinks she is*** **GEORGE SAND**

Grace Moore, lyric soprano of grand opera, the best-known "Louise" of our times, likes her romantic strain; George Sand, her heroine, the prolific French writer of pastoral novels, was a fabulous romanticist, the friend of de Musset and Chopin

THE SERENE "LITTLE BLACK DRESS"

Undistracted is a lovely way to look this spring; looking that way sometimes helps you be that way. Try this recipe: Understated, but not dull, black dress; flattering, but not obvious, hat. Accessories, jewels, all played down—your composure played up

(Above) New, unaccented look in this black Enka rayon dress; collarless, buttoned to neck, draped skirt; $30. Bonwit Teller; Scruggs-Vandervoort-Barney; I. Magnin. Big black organdie hat with a Nadja Buckley butterfly of real jewels. Bonwit Teller

(Right) Black Enka rayon dress; shirtwaist top, slightly draped skirt; $30. Worn with it, a shirred tulle hat with flower punctuation-marks. All at Bonwit Teller; Scruggs-Vandervoort-Barney; I. Magnin

HORST

THE UNDISTRACTED LOOK

More of the undistracted look in this black Enka rayon dress with a shirtwaist top and a peplum skirt; $30. Wear it with a mauve felt hat and a fluttering black chiffon veil. Hat original & dress; Bergdorf Goodman. Dress; I. Magnin

AMERICAN WOMEN...SO PRETTY

Notes from the forthcoming "Salsette Discovers America"

BY JULES ROMAINS

WE were walking in the vicinity of the Plaza. The hour was noon.

"Still in love?" I asked Salsette.

"Look here," said Salsette. "We are surrounded by women." Then, in the voice of a man who has made up his mind to reveal an eternal verity, he said soberly: "I notice American women use relatively little perfume. I assure you that if you were in such a crowd in Paris —in time of peace, of course—you would find the air filled with perfume; and though you might not be able to put a name to them, you would even be able to distinguish the presence of the two or three perfumes that happened at the moment to be most fashionable. Here, 'round the Plaza, I ask you to judge for yourself."

I had to agree that though one might, by concentrating, sense a very slight emanation that spoke of thoughtfully equipped dressing-tables and scrupulous concern with details of the toilette, there was certainly no obsessive scent in the air.

"I do not ask you to tell me the cause of this," Salsette went on, "I ask you merely to observe that it is a fact."

"It seems to me that I might be able to explain it," I said. "But go on, I don't want to interrupt you."

He stopped and hunted 'round in his mind.

"Faces," he suggested. "Suppose we say a word about faces."

"Excellent. I should have thought you'd got 'round to them before. Between ourselves, I incline to blame American men for neglecting to appreciate the figures of their women and assuming that only a pretty face deserves the particular homage of the masculine sex. Unless a woman be actually dumpy or scrawny, or possess on the other hand a figure whose curves unmistakably suggest sinful thoughts, American men seem indifferent to what may be present below a pretty face.

"As to the faces of the ladies, however. What I have to say about them is not particularly profound. Still.... You must have been struck, as I have been, by the wonderful complexions of these women, especially the blondes and other fair-skinned women. The brunettes strike me as less remarkably successful. They do not succeed in making me forget certain complexions of a golden tint, certain skins of peach and eyes of black velvet that I saw in Portugal. And I may say that, bachelor though I am, it has not entirely escaped me that the complexion of even the prettiest women is a product to which both Nature and art have contributed. Would you say I had put that politely enough?"

"I should say that your formula was unexceptionable."

"It might even be sustained, I believe, that perfection is attained only when Nature and art are flawlessly fused to the point where it becomes impossible to say where one leaves off and the other begins."

"Your thesis appeals to me as wisdom itself. You expound like a veritable doctor of the law."

"THANK you," said Salsette, and so far was his tone from irony that he seemed to be flattered and reassured. "I am happy that you share my opinion, for it would not astonish me to learn that there were several schools of thought. It does not bother me in the least to remember, when I am in the presence of a pretty woman, that she is probably rouged. Women have been painting their faces since the Stone Age. I like to be able to say to myself this: If Nature, working upon this skin, this pigmentation, had employed all the resources at its command, had sought to achieve perfection in fineness of grain, purity, velvetiness, translucence, prettiness of colouring, subtlety of shading, total brilliance in sum—this, perhaps, is what it might have brought forth. You see, then, that while I appreciate the aid of art, I do not go to the extreme of preferring to Nature an idol's mask painted arbitrarily on the face. I am not for blondes who make up as brunettes, or the other way 'round."

"Your standards are classical, my dear chap."

"I have thus been led to declare to myself," he went on with a nod of acknowledgment, "that in general American women know wonderfully how to make themselves up."

"You have taken the words (Continued on page 94)

Renoir Portrait (opposite)

This likeness of little Romaine Lacau, the first portrait ever painted by Renoir, scored a great success during the long run, at Duveen's, of the Renoir show, so beautifully conceived by the Free French Relief Committee. Back in 1864 when Renoir was only twenty-three, the parents of Romaine Lacau, spending by chance a holiday in Barbizon, commissioned him to paint their pretty little daughter. (The painting is reproduced here through the courtesy of Jacques Seligmann & Company)

CONDÉ NAST ENGRAVING

ROMAINE LACAU

Portrait by Pierre Auguste Renoir

The young woman who lived in a red shoe

ONCE there was a good girl...good and dull. Dull in mind, dull of eye, very dull of clothes. One dull day she went to buy a pair of dull shoes. The salesman... something of a Rip...tried to sell her *red shoes*. Horrors, no, she screamed. But.....

UPON arriving at her house, she found a box marked Hurry-Rush...and in it were the *red shoes*. I didn't order these, she cried, I do not want them, I'll send them back, I'll have that salesman fired. But.....

THIS was only a beginning. *She* liked the new way she looked, but would men notice her? Would men like her? Would men? So, into her new suit (an amber-green shantung*) she got, and into her *red shoes* she got, and out for a stroll she went...and *they did*. But.....

REALLY it was too easy! Why hadn't anyone *told* her? So she set her cap and her *red shoes* for the most attractive man she knew. (He'd never *looked* at her before.) And he took her dancing (she in her black dinner-suit* and *red shoes*) and of course what.....

A demon voice...it came from nowhere... whispered. Look, why not try them on with your yellow suit*, as long as they're here. So everything went red...and the next thing she knew, she had on the *red shoes*. But....

TIME passed...only a little time, really, but long enough to change her metabolism and change to another dress (a black-and-white printed one*.) And all of a sudden, she wasn't dull at *all*. But.....

THE SHOES SHE LIVED IN ⟶

First, red shoe for her dinner-dress. Calf; $17. Newton Elkin; Lord and Taylor; Famous-Barr

Second, red shoe for her country suit. A calfskin moccasin. $6. A Spalding shoe; Saks-34th Street

Third, red shoe for her dresses—and dressed-up suits: elasticized calfskin pump. $13. Andrew Geller

Fourth, red shoe for her prints: alligator sandal; $13. Urbanite shoe; Bonwit Teller; L. S. Ayres

Fifth, red shoe for her tailleur: a seamless pump of calfskin. Black sole, heel. $33. At Henri Bendel

Sixth, red shoe for her afternoon dress: a leather-laced, calf ballet shoe, set on a wedge. $11. Altman

Seventh, red shoe for her classics: a classic, new in red. Piped, polished calfskin; $33. Henri Bendel

Eighth, red shoe for her play-clothes: Brigance ballet-Oxford; goatskin. $7. Lord and Taylor

*Costumes from Lord and Taylor

HAPPENED was that he wooed her, and wed her, and now he's a Perfect Husband... except, of course, at breakfast. But she doesn't mind, she just sits (in her purple play-suit*) and beams at her *red shoes*.....

DÉCOR BY PAHLMANN

RAWLINGS • CONDÉ NAST ENGRAVING

Shirtwaist Fashions

High Colours Low Necks

HERE it is again, that wonderful, perennial, indestructible, beloved, unbeatable—but not unchangeable fashion—the shirtwaist dress! And in all the years of its successful career, it has never been righter than now. But just because you love it and find it easy to get into, comfortable as your own skin, and forgettable-once-you-have-it-on, don't let yourself slump into the habit of thinking it "just a shirtwaist dress." For this year you can make that simplest and rightest of dresses take on half-a-dozen different aspects; fill half-a-dozen different needs in your day.

You will find these new ideas; first, a general, softer look, a kind of flattering prettiness that makes the usual shirtwaist dress look a little sterner than necessary. You will find brilliant, formal colours (sometimes with draped skirts); and the shirtwaist dress in this sort of non-casual colour, when worn with a big hat and gloves which match it exactly, is pretty enough and elegant enough for a summer high noon wedding or for daylight dinner with your beau on leave. Or you might try such a dress as the yellow one opposite with a shadowy black malines hat and black gloves; or with a gay ribbon turban.

The daytime shirtwaist dress with a low neck is a 1942 invention for the young. Already beloved, expect to see it more and more. At the right, you will see this new idea in two fabrics which belie the soft, feminine look of the frock; the upper dress is in silk shantung ($35); the lower one is in checked rayon crêpe ($25). With the pale pink shantung, try the shock effect of a big hat in a deep, bright fuchsia or magenta, or deep green. Add long jersey gloves in the same pink as the dress (such as these by Van Raalte, $4). And, oddly enough, this new, low neck-line usually looks best without a bead or a chain to change the line. (P.S. Of course, *if* you have a young and pretty neck.)

(Upper dress) Pink silk shantung. Saks-Fifth Avenue. (Lower) Black-and-white checked rayon. Bonwit Teller

HIGH-HANDED COLOUR (opposite)

The 1942 version of the shirtwaist dress—softer in character, brilliantly coloured, made formal with accessories and jewels. Enka rayon crêpe; $35. It's one of a group of high-handed colours in shirtwaist dresses that you'll see all across America. Lord and Taylor; Carson Pirie Scott; Jays; Garfinckel. (For shops in other cities, see page 112.) The topaz jewels worn by the girl opposite are from Paul Flato. Her make-up is Houbigant's "Translucid"

MAINE CHANCE FARM

Where you get away from it all so you can get back to it all feeling better, looking best

THE way I want to go to the Maine woods is not with a pack on my back, some half-forgotten James Fenimore Cooper in my head, and my hair in my eyes. The only way I'll ever do all right with my own resources and a bowie-knife —is with room-service thrown in.

Do I want to wrestle with the elements? What do I have against trout? Who, *who* is woman enough to try and convince me that a poncho on some pine-needles can compare with an inner-spring mattress?

No, I want to get away from it all; I want to be made as healthy and relaxed as an eighteen-year-old. I want all the comforts of home—and then some. And I know where I can get it.

Of course, it's not going to be for peanuts; but I'll get my money's worth. At Elizabeth Arden's Maine Chance Farm, they'll promise to take care of you every minute; they'll keep you on a health régime—strict and strictly planned-for-you; finally, they'll turn you out into the great world again, feeling new and feeling fit, and looking your best. And all this well within the financial range of a luxe hotel.

Want to come? Let us tell you more about it.

The farm is deep in the woods—and deep in beauty. It is perfectly patent, the moment you set foot in Maine Chance that George Washington never slept there. There is no sparse, cold comfort about this farm. It has been designed and furnished with the comfortable ideas of a thoughtful, great country house. And it is set incredibly, in great, peaceful fields of flowers, bordering a tree-ringed lake. (I am not making this up out of some old left-over movie-scripts. You'll see.)

You might (Continued on page 99)

8:00 A.M.—A breakfast tray brings you liquids, flowers, and a program-for-today

9:00 A.M.—The wooden roller which gently rolls inches off your hips, back, or thighs

10:30—A soothing, head-to-toe massage in the clear air, out under the bright sun

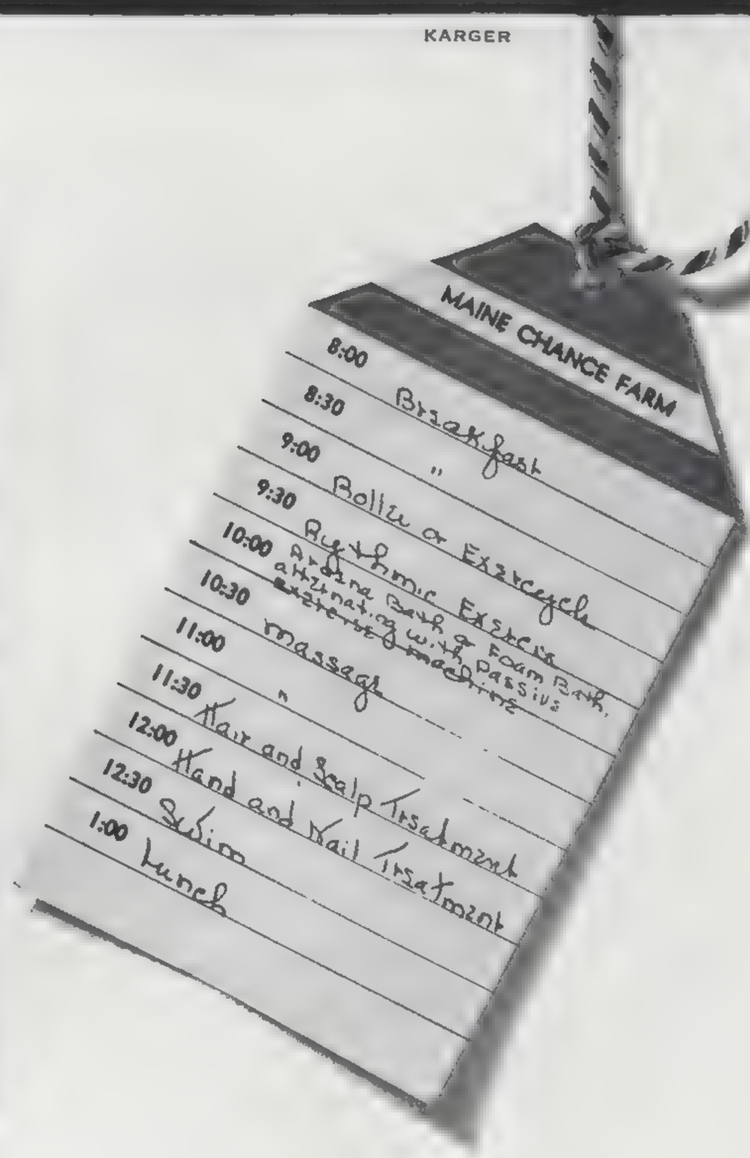
11:30—Your hair is brushed and treated, as you lie in cushioned ease by the lakeside

KARGER

The burning rays of the sun are screened from you, in a cappa shell cabinet—as you lie comfortably hot, and lazily reducing

The cooks prepare the mineral-rich potassium broth, from the Farm's own vegetables

Frederick, the butler, making one of his superior flower-arrangements, for dinner



HORST

BRIDES ARE STILL ROMANTIC

On this page. A costume you might choose to be married in if it's important to you that the Great day be the Romantic day as well. Beguiling ballet-skirted dress, of white cotton organdie, embroidered in braid. Worn with pale pink veiling and white stock. (You might carry white stock, too.) Dress, $30. Altman; J. W. Robinson; Neiman-Marcus

Opposite page. A costume you might choose to be married in if it's to be a Grand Wedding; if you've always wanted to have a dress your daughter or her daughter's daughter might some day wear. White cotton broderie anglaise, yard after ruffled yard, with a big blue bow at the neck. Designed by Herman Patrick Tappé. The coiffure: Robert Sievers

HORST

Investment Counsel for Brides

Sterling silver, a sound security. Long-term yield in satisfaction for any year's new wedding bonds

STERLING silver is one of the few metals unaffected by war production needs. Although there is an increasing shortage of plated silver (due to the requisitioning of its base metals, such as copper, nickel, tin) sterling silver is plentiful, unrationed, and represents, in itself, an excellent investment. But sterling silver gifts for the bride can be more than that.

For in days of great change, such as these days, there is a kind of comfort which comes from permanent things—a certain nourishment for the spirit in even minor material possessions which have the integrity of the genuine.

Most brides today give up, by the very fact of marriage, the planned future that was theirs a few years, even a few months ago. And, unimportant in the general scheme of things as household possessions must be to these young pioneers, perhaps a gift of permanent, beautiful, good things may mean to them, also, the hope of securer years to come.

ALVIN'S STERLING SILVER

THE prices of all the pieces you see on these pages include the Federal Tax. You will find these prices fairly uniform across the country. For these pieces have behind them established good silversmiths and your own good jeweller.

Perhaps not every bride will need or want as handsome a tea-service as this one (left), but it is a magnificent gesture—a gift that she will use with pleasure all her life and be as proud of years from now as she is today. This tea-set, the "Georgian" pattern, is simple, dignified, and restrained in design and will be correct with either period or modern furniture. The five pieces—teapot, tea-kettle, sugar, creamer, and waste-bowl—are excellent weight, cost about $350. The 22¼-inch tea-tray will cost another $145.

Any bride will need several trays which can double for cards, sandwiches, hors-d'œuvres, all kinds of serving needs. These three trays (left), substantial in weight, range in size from ten to fourteen inches—in price from $17.50 to $45.

TOWLE'S STERLING SILVER

A FEW possessions of her own will give the bride a certain feeling of establishment—no matter where she is living. Even if she is on the move, she may want to take with her one or two bowls—to shine prettily, filled with flowers or fruit, on a dining-room table or on a console.

A bride can have half-a-dozen bowls and still not possess too many, for they have an infinite variety of uses. Small bowls are useful, of course, for mayonnaise, for sauces and gravies, but you can also fill them with cigarettes; if they are shallow, use them for ash-trays, candies, or nuts.

Among the larger bowls there are many classic variations from which to choose—versions of the old Quaitch bowls; the simply-designed Paul Revere bowls which never lose their charm—or bowls such as you see at the left.

These sterling silver bowls range in size from six and one-quarter inches to nine inches in diameter—in price from $18.50 to $38.

GIVE your bride the friendly glow of candle-light—that romantic Reunion-in-Vienna feeling candle-light inspires, no matter what her surroundings.

The bride might ask for—or buy—one pair of candelabra or two pairs of candlesticks. Candelabra are assets for formal entertaining—for large dinners when she wants to be at her impressive best. If her entertaining is going to be on the simpler side, if she is budgeting the space in her trunk, give her candlesticks instead. These candlesticks (right) are ten inches tall; cost $22.50 a pair. The candelabra cost $45 a pair; are eleven and a half inches high; remove the branches, and you have two candlesticks instead.

The bride will want one after-dinner coffee service. Not only for after-dinner coffee, but to double for luncheon coffee. This one, in the traditional "Cheltenham" design, costs $135. The tray, twelve inches in diameter, costs $30. The fluted dish is useful for celery, olives, canapés. $22.50.

GORHAM'S STERLING SILVER

IF the bride is on the move, a platter—flat and not too large—is easy to pack. Not only are trays and platters necessities, they are handsome and versatile forever-after.

The bride will probably want one large one, with well and tree. Two smaller ones, perhaps, for cold cuts, entrées, fish, et cetera. The one at the right costs $110 in the eighteen-inch size; $150 in the twenty-one-inch size.

A sterling water-pitcher is something the bride will use every day. It's nice, too, for icy summer drinks—which always look and seem colder served in silver.

Water-pitchers vary greatly in price and design. You can find ones heavily carved—others severely simple. The ones we have chosen are all simply designed. They differ in price—depending on size, workmanship, and weight. (The weight, as a rule, will depend on how much is required for the piece to be properly balanced in view of the design.) These pitchers, illustrated, cost $30, $50, $120.

WALLACE'S STERLING SILVER

EASIEST of all to pack are the little things a bride loves—things that will give a personal touch to any surroundings in which she may find herself.

Small pieces of silver are just as necessary as larger ones. And for very little cost you can provide her with something lovely, something she will cherish the rest of her life.

This mayonnaise bowl (right) with ladle and tray can be used for gravies and sauces, as well—for jellies, too. The bowl and tray are in the "Early American" design. The bowl costs $8.25; the tray, $5.50; the ladle, $3.

The bride will need four salts and peppers—more, if you give her tiny individual ones. This open salt and pepper shaker in the "Colonial" design cost $7.50 a pair. The fat little individual salts and peppers—$5.50 a pair. Miniature porringers make pretty individual ash-trays; are useful for almonds and candies, too. $2.75 each. A set of coasters—to protect her tables. $8.75 for the set of eight.

NYHOLM

LUNT'S STERLING SILVER

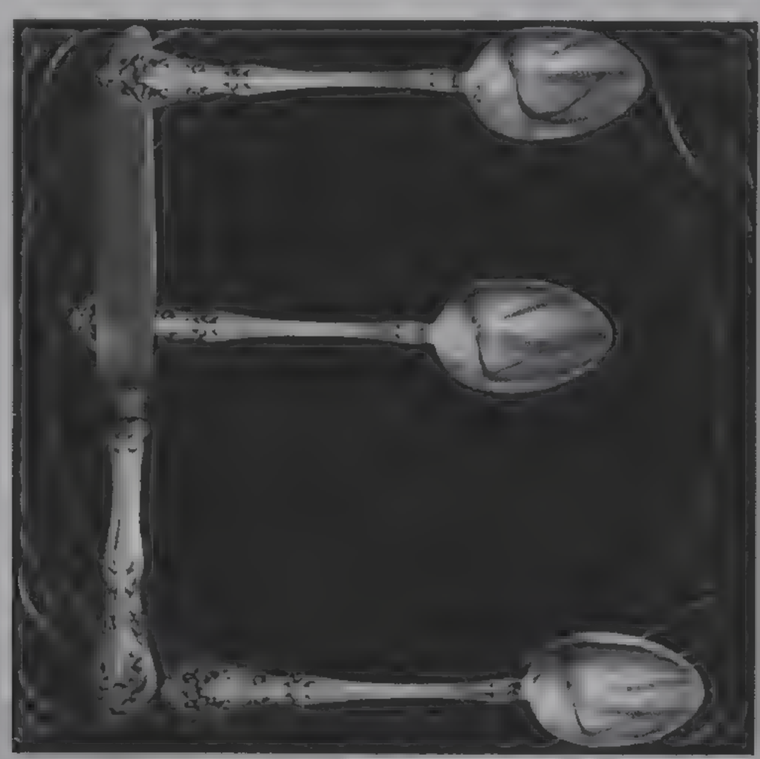
Yours For Life

PRIMER ON STERLING SILVER
FOR THE BRIDE WHO PLANS FOR NOW, FOREVER.
HOW TO CHOOSE; HOW MUCH TO CHOOSE;
HOW MUCH TO PAY

NYHOLM

WALLACE'S STERLING SILVER "GRAND COLONIAL"

Army bride, Navy bride, civilian bride; if you're any one of these—in short, if you're a bride at all—you're probably giving serious thought to silver. (Even if relatives present it to you, they're apt to consult your preferences first.) Should you buy silver now, when you may be moving around from pillar-to-Army-post, or wait until things are more Settled? How much should you buy? What kind? Classic or modern? On these pages—some answers.



ALVIN'S STERLING SILVER "CHATEAU ROSE"

Even if your post-wedding plans are up in the air . . . even if you don't know whether you'll be living in a little Army town, Navy base, big city...get your silver now. And get sterling. There's never been a more auspicious time to buy it; pure silver is plentiful, and is one of the few metals unaffected by war-production needs. Look on sterling as an investment —a permanent source of satisfaction. Not only does it never wear out; it grows lovelier with age and use.

TOWLE'S STERLING SILVER "OLD MIRROR"

Number of pieces you buy depends on the kind of life you plan to lead, the kind of entertaining you plan to do. A young Army bride moving from post to post will, naturally, need less than one whose house is a fairly permanent fixture. But she'll surely want to pack a small assortment along with her. (Nothing helps to turn temporary quarters into Your Own Place more certainly than silver.) Whatever your life, you'll want enough to entertain correctly.

GORHAM'S STERLING SILVER "CAMELLIA"

Traditional or modern? Only you can be the judge. No hidebound conventions rule. A simple fiddle-back design is as at home in a Victorian house as in a Colonial one. Baroque silver lives as happily with twentieth-century décor as with eighteenth-century. If, like many brides, your decorating plans are undecided, you are safe and wise to choose silver reproducing a classic motif, such as shell, sheaf of wheat, shield, beaded gadroon, acanthus leaf.

LUNT'S STERLING SILVER "AMERICAN VICTORIAN"

Minimum amount—or maximum? On page 98, we show you two assortments, representing both extremes, to help you determine how many pieces you will need. With the minimum assortment, you can entertain six people at lunch or dinner. Such an assortment will cost you about $300 (including tax). If you're going to run a fairly large house... entertain twelve at a time...look at the maximum assortment shown on page 98, costing about $700 with tax.

• Minimum and maximum silver assortments on page 98

TONI FRISSELL

Mrs. Gordon Cuyler wears organdie and piqué

Marrying in haste

"We're being married right away"...

Weddings nowadays hang not on the bride's whim, but on the decision of the groom's commanding officer. He names the day—when he grants that unexpected furlough.

After that, the 1942 schedule may run something like this: Engagement announced, if it hasn't already been announced, on Monday; invitations sent out by telegram on Wednesday; (engraved announcements can follow after the wedding); the last handful of rice and rose-petals flung on Saturday.

"I still want most of the trimmings"...

Some of the prettiest weddings we've seen have been planned and executed inside of a week. Watching them, you'd never know that the best man only got leave that morning, and sped by car from the airport straight to the church; that the bridesmaids' dresses arrived a scant half-hour before the ceremony. Everybody looks lovely, everybody has a good time, everybody feels a little extra glow of triumph because things have gone so smoothly in spite of the rush.

Even though the preparations are telescoped, you—the 1942 bride—want your wedding to be as nearly as possible like what you've always planned. Of course, on a split-second schedule you may have to dispense with a few flourishes—but surprisingly few. You can still have all the trimmings that really count. A pretty dress; flowers; the people you like (and most of them will manage to get there, somehow, at the last minute); music; toasts; gaiety. These aren't trimmings, anyway. These are Essentials.

So...wear a real wedding-dress, if it's humanly possible. Something that makes a picture. Something that *he* will remember. (Never mind what kind of a dinner-dress it will make afterwards.) On this one day at least, have a little romanticism; there's apt to be realism enough ahead.

Most shops nowadays have lovely, romantic-looking wedding-dresses on hand at all times—ready-to-wear, except perhaps for one lightning fitting, and gently priced. Like that one on the opposite page—destined to make a memorable picture in the chancel, and in the receiving-line; it costs under $20. Or like that ballerina-length dress on page 68, worn with a brief pink veil; it costs about $30. You might consider, this year, varying the all-white formula with a pale colour for your head-dress, flowers, gloves. With your white dress, wear long pink or yellow jersey gloves, and carry pink or yellow flowers. Or wear a little bonnet of sweet-peas, tied under your chin with pale mauve satin ribbons; add mauve gloves.

If your wedding is really going to be the tiny, just-the-family variety—or if you're dashing off at an hour's notice to a registry office near your beau's camp or naval station—consider the beige crêpe dress on page 77, worn with a frivolous flower hat. Or you might wear a white shantung suit—with a coloured blouse and a flowered hat, or a big, pale-coloured cart-wheel of straw. Or a white shantung jacket over a navy-blue skirt, like the one sketched on page 52.

"He only has a week's leave"...

On one of 1942's time-rationed wedding-trips, you may be going to Pinehurst, near Fort Bragg and Camp Davis...to Sea Island, the new Niagara Falls, reasonably near Camp Stewart and Fort Benning...to Virginia Beach, handy to the Newport News naval base. Take along a cotton or gingham evening dress, nice for any resort, a boon because it can be washed, not cleaned; take, too, a wonderful chambray suit for day, like the one on page 76. If you'll be in a big city, or even a smallish one (Charleston, for example), have at least one simple black crêpe dress to wear when you're dining in restaurants.

Even if you don't know where you're going to live after you're married, the following are pretty fool-proof for your trousseau. Do have one really well-cut black dress. Do have a gabardine three-piece suit—jacket, skirt, and slacks; you'll wear the jacket and skirt as a suit, the jacket and slacks for bicycling. (Do get a bicycle, too.) And have, by all means, that bright crocus-yellow coat we showed in April 1 Vogue, on page 42; good for day, good for evening. It's practically a trousseau in itself.

← *Mrs. Gordon Cuyler (Opposite)*

The former Miss Joan Pratt, of Boston, was married recently to Lieutenant Cuyler, J. G., U. S. N. R. In the photograph opposite, she wears a young bridal dress of cotton piqué and organdie, with organdie ruffles around shoulders and skirt. Under $20. Jane Engel; Frederick and Nelson.

The head-dress is another organdie ruffle, anchored to a piqué cap. With it, an organdie veil in the new shorter length

Under Twenty..

Proposals for your trousseau
Clothes under $20, for you
who are under 20 years

Pack into your trousseau this versatile two-piece dress of blue-and-white rayon crêpe; $20. At Russeks; also I. Magnin

Meet his family—or fellow officers—in a green spun rayon suit with red crochet; $15. From Lord and Taylor; I. Magnin

Do your marketing for two in this grey and white chambray two-piece dress; $18. Find it at Bonwit Teller; I. Magnin

Lunch at the Officers Club in this black and chartreuse spun rayon dress, spiked with orange; $15. Altman; Kaufmann's

A safe standby, if you don't know where you'll live. Navy-blue rayon crêpe jacket, dotted skirt; $20. Altman; Marshall Field

Meet him in town—in this navy-blue spun rayon dress, collar red-and-white-striped; $13. Saks-Fifth Avenue; Neiman-Marcus

Be married, very simply, in this engaging beige rayon crêpe dress with the new peg-top look; $18. At De Pinna; Kaufmann's

Marry, and Go Away, in this grey rayon shantung suit, with horizontal-lined jacket; $18. Saks-Fifth Avenue; Neiman-Marcus

TONI FRISSELL

Go away or go anywhere with your brand-new husband in this trim-fitting suit of brown-and-white striped spun rayon, frog-fastened; $18. Bloomingdale; J. L. Hudson

In Vogue's next issue:
Cool Black Cottons
for summer in town

Get a horse!

Or perhaps a bicycle, or even roller-skates

"GET a horse!" The derisive, incredulous wisecrack of forty years ago has a new, wistful sound. It's not a wisecrack any more, it's a decision. To a generation cradled on the bounce of rubber tires, doing without a car is as disconcerting as losing the heel of one shoe. But it's only disconcerting—at worst, inconvenient. And if America faces the facts now (the cold, little fact that a million of our thirty million cars will have to be retired from the roads by July 1), the tires that America now owns will be able to take care of the emergencies.

The field of car substitutes breaks down into two major categories—the horse and the bicycle—and one also-ran, the roller-skate. Farming, racing, and hunting communities, such as Long Island, where these photographs were taken, are making a smooth, easy transition from motor to buggy. The barns are there, the horse-breeders are ready and more than eager to sell their stock, and people are used to the

IN A JOGGING CART, MRS. ROBERT L. GERRY, JUNIOR, CHATS WITH MRS. WILLIAM M. DURYEA AT THE WESTBURY STATION

idea. They know that a carriage horse can easily do fourteen miles a day, that it costs only fifty cents a day to feed and shoe one of them.

But for much of America, it won't be quite like this. Many will wonder if two hundred dollars is not a great deal to pay for an animal that catches cold and may not like you. And another two hundred, for a buggy, seems a rather speculative investment to those whose earliest memories are of buggies being given away to make room for the new motor. The Department of Agriculture and the authoritative Horse and Mule Association of America feel that 10,364,000 horses and colts in the United States is an uncomfortably low figure, but the demand will, in time, undoubtedly increase the supply. One happy New York dealer is already selling twenty horses a week, and twenty new people are learning a new way of getting about—the soothing and curiously luxurious rhythm of the buggy.

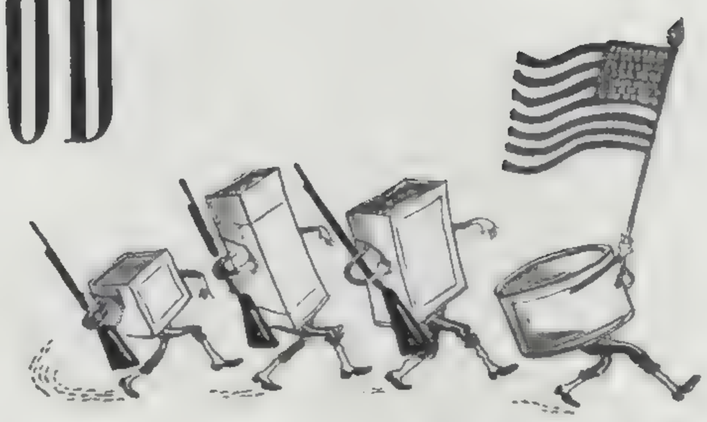
There is, however, nothing luxurious about the bicycle. It's fun, it's magnificent exercise, and it's much easier than one remembers it to be, but it isn't luxurious. Like all the experts in the supplementary fields of transportation, the Cycle Trades of America are worried about not being able to supply a bicycle immediately to every American who, actually or potentially, is putting up his car for the duration. But the figures seem a little less foreboding when one remembers that the Horse and Mule Association, the American Transit Association of bus and trolley operators, and the roller-skate men are working to solve the same problem.

Actually, about 1,800,000 bicycles were manufactured last year—but only 270,000 of them were in adult sizes. This year, there will be 750,000 of the "Victory" bicycles, all in adult sizes—almost three times as many for adults as there were last year. There are still a few 1941 models lurking around in the shops, (Continued on page 112)

BALKIN

MRS. WILLIAM MAIRS DURYEA CONSULTS THE COOK BEFORE A TRIP TO MARKET IN THE GOVERNESS CART

FACTS ON FOOD RIGHT NOW



Clemence Haskin writes about fats, tins, dehydration

WAR will write our menus for the duration. Although essential food will be easy enough to get, the rest of our foods may be different. There will be new oils, other sweeteners, more frozen foods, different dehydrated foods.

We shall have few of the troubles other nations have experienced when food imports were cut. It is doubtful if there will be any food rationing aside from sugar; certainly no bread cards. We have a surplus of wheat, even enough for fine pastry flours. No meat rations; meats are expected to be above average supply. Eggs and chickens will be plentiful. No milk coupons; there will be as much fluid milk as ever for civilian consumption. But supplies of evaporated milk are already lowered because of military and lend-lease shipments.

We are going to have to make up our minds to the use of many substitute products, to doing without many imported items. Numerous spices, if the Pacific theatre of the war remains active for a year or two, will be scarce. We have pepper enough for more than two years. For other condiments, native herb growers are ready with substitutes.

There will be adequate tea for this year—with the May 1 stock on hand, there is sufficient for eight months. If we can hold India and keep the Indian Ocean and the sea lanes open, there will be as much tea as we can ever use, because India has a tea-producing capacity of 800,000,000 pounds a year. Coffee and cocoa come from neighbours to the south of us, and supplies of both will be adequate.

SWEET AS SUGAR: Sugar rationing is upon us. Every ounce of sugar we save will release more for making munitions. Yet we have more than enough sugar to supply our basic demands. Sugar is sweet, but so are a dozen other foods. Much sweetness is hidden in the honey pot; honey's composition totals seventy-five per cent. sugar.

Half that bottle of maple syrup is sweetness, the only sweetening the Pilgrim mothers knew. Corn syrup, light or dark, is but half as sweet as sugar, but it is a satisfactory sweetener in beverages, puddings, and sauces. There is sorghum syrup, there is molasses, the source of all sugar, rich in iron, unique in flavour. Molasses gives sweetness equal to granulated sugar, cup for cup.

There are ways to use these syrups in baking, but they are careful ways based on experiment. Recipes sweetened with syrup must take recognition of syrup's other ingredients, colouring, flavouring, water, acid. Now, food laboratories across the nation are building syrup-sweetened recipes for wartime cookies and cakes.

Half-and-half with sugar, honey works perfectly in making jams, jellies, preserves, and pickles. In some of these combinations, it may replace the sugar entirely, but, as a rule, a finer-flavoured and better-textured product is obtained by using half-and-half proportions of the two sweets.

But because honey costs three times more than granulated sugar, home canners turn to corn syrup. Thousands of jars of this year's orchard harvest will be sweetened with corn syrups.

Fruit comes to the aid of sugar-short cooks. Fresh fruits, canned fruits, dried fruits, fruit-juices—all contain sugar. Some are ten to fifteen per cent. sugar. In the dried state, the sugar content may run fifty to seventy-five per cent. Now the fresh fruit compote is the patriotic dessert replacing rich puddings and cakes.

FATS FOR THIS NEW LIFE: Fat bowls will come to lean days. We have lost our chief supply of palm and cocoanut oils used in frying fats, soaps, and oleomargarines. Domestic fats and oils will, of course, replace these imports. But the greater demand on the home-grown oils may mean that supplies will be subjected to strain. It is unlikely that housewives will be asked, officially, to utilize excess cooking fats as is done in Europe. But the wastefulness for which we are notorious among the cooks of the world must be abjured—for the duration, forever.

The United States has a tremendous domestic packing industry of its own and plenty of sources of supply of lard, tallow, greases, butter-fat, linseed oil, fish oils, and such vegetable oils as corn, peanut, cottonseed, and soy. The Department of Agriculture is moving fast in this battle of fats and oils.

WHAT OIL FOR THE SALAD? Woman's present concern is which oil for the salad? Those with tight-fisted budgets turn to the bland vegetable oils. Their names are legion—peanut, cotton, corn, soy, and compounds of vegetable oils flavoured with olive. These go to the kitchen on trial, but remain for their satisfactory performance and their budget efficiency. It is a mistaken idea that imported olive-oil is fading out. Olive-oil is on hand and in supplies almost as large as a year ago, but every drop is literal gold. (Continued on page 104)

RAWLINGS

TRIPLE EXPOSURE OF UMBRELLA AND RAINCOAT. ALTMAN; CARSON PIRIE SCOTT

Spring rain...showers of it printed on a new umbrella; showers of it warded off by a new raincoat; showers of its freshness caught in a new cologne and bath fragrances...Charles of the Ritz "Spring Rain"

RIGHT OF WAY FOR PEDESTRIANS

Walk to the Station. What if it is a mile or so? Over rough country road. You'll enjoy it, if you're striding along in these seamless brown calf Oxfords with solid leather heels. Wear them also with your uniform; $9. At Lord and Taylor

All too few miles left on your tires. Retreads dubious. Not enough bicycles to go around. Not enough horses, either. Well, there's one means of locomotion you can depend on. Your own two feet. Why not walk? Walk to the station. Walk to work. Walk to market. Walk and save your car for emergencies. Walk and do yourself—and your country—a service. Any conservation of rubber is all to the country's good. Any exercise is all to your good... isn't it? And there's no exercise like walking. It pumps your lungs full of fresh air, speeds up circulation, helps clarify your skin, brighten your eyes, hardens soft muscles...to say nothing of banishing unwanted pounds.

So walk. Be a pedestrian. Count on your own two feet to get you around. They will if you treat them well, give them the proper consideration. Like a car that can travel only as long as its tires permit, you can travel only as long as your shoes permit. Not too-heavy shoes, please. You'll only be leaden-footed. Not shaky high heels—but good supporters, firm, sturdy heels with a broad base. Shoes, for example, like the right-of-way ones shown here.

Walk to the Neighbourhood Movies. Or walk a few blocks—in these shoes—to that little restaurant for dinner. They're of black suède, with a low wedge, a fine base for afternoon or "don't-dress" evening clothes; $15. From I. Miller

Walk—and save your tires for big emergencies.
Walk—and do yourself and your country a service.
Walk—and walk in comfort with shoes like these

Walk to Market. It's no chore at all if you walk in these summer "Woodchoppers"—of beige cotton with tan calf, built on a platform; $13. Saks-Fifth Avenue

NINA LEEN

Walk to the Beach. It's good exercise, as well as good tire economy. Walk on the cushiony rope soles of these play-shoes...in new, cool black cotton lace. Perfect beneath summer slacks; $6. Saks-Fifth Ave.

Walk to the Country Club, or walk anywhere in town, in these red calf moccasins. No need to tell you the virtues of red shoes; $13. At Abercrombie and Fitch

Walk the Baby, walk to work, walk to committee meetings, walk all day long in these step-in pumps of unlined calfskin, and your feet will never make a protest; $20. Delman shoe at Bergdorf Goodman

1. BASIC COIFFURE, WITH RINGLETS

1942 Convertible Coiffure

No woman wants to be a slave to her hair-dresser, and no good hair-dresser would want her to be. In fact—the better your hair-dresser, the better he can train you to be free of him. His secret—which he will gladly share with you—is a superb basic cut, such as this "action bob"; a good permanent; and settings which will not hold you to one definite style, but allow you to re-comb your hair several different, quick, pretty ways.

On this page, you see what can be done with such a setting—four coiffures derived from one. The hair is about four inches long, slightly more in back, so that it can be neatly swirled or upswept.
1. Here you see the basis of the basic coiffure: cut and set with ringlets around a smooth little "cup."
2. For neatness: curls are abolished and tucked under, the hair swirled from one side to the other.
3. The hair brushed up and back, in a loose, but rather formal way. For afternoon or evening.
4. In this version, the hair is brushed into young, casual ringlets. Coiffure by M. Louis

2. SAME COIFFURE, NEATLY SWIRLED

HONEYMAN

3. SAME COIFFURE, FORMAL VERSION

4. SAME COIFFURE, CASUAL VERSION

WHEN WE ARE ABSENT, ONE FROM THE OTHER

MINIATURE FOR THE DE BEERS COLLECTION BY MALTHE HASSELRIIS

Time and circumstance and thousands of miles have lain between them more than once in their eventful years of marriage. But she has kept her steadfast smile and he her faith.

In the scuffed little case he's carried half across the world, he finds still the girl whose heart finger wears his first bright diamond ring. And in his gifts—those later, more lavish diamond tokens of his homing love—she cherishes the joy of each reunion crystallized in brilliant reassuring flame.

A splendid sizable diamond solitaire, companion to her engagement ring, a single sparkling bracelet-band of diamond fire upon her wrist—these are her rewards of happy wifehood worn most frequently, as they are every woman's basic jewels. If you are acquiring them soon, see that your husband is informed that color, fine cutting, brilliance and clarity have as important a bearing on lasting diamond values as has actual weight. Only a trusted jeweler should be consulted, naturally. De Beers Consolidated Mines, Limited, and Associated Companies.

Current Prices of Unmounted Quality Diamonds. (Federal tax included.) Weights shown are infrequent. Size alone does not determine values. Purity, color and fine cutting affect the price. Many jewelers will extend payments.

ONE-HALF CARAT, PRICED $150 TO $350

ONE CARAT, GENERALLY PRICED BETWEEN $350 AND $725

TWO CARATS, USUALLY AVAILABLE BETWEEN $900 AND $2200

THREE-CARAT STONES FROM $1500

Is MILK on your dressing table?

Go on a "milk-for-beauty-diet" today. Guard your skin's beauty with the distinguished Milkmaid cosmetics — the only beauty preparations made with fresh dairy milk and pasteurized sweet cream! Use the few simple wholesome Milkmaid products pictured here, and see how truly sweet, clean, soft, flower-fresh your skin can look!

*WASH your face with **Milkmaid Cleansing Milk**, 80% fresh dairy milk, pasteurized, for a clean, clean skin. Smooth it on. (Don't rub in.) Feel the **glow** on your skin. Count to ten, then wash off with water. Quick. Simple. Welcome these busy days! $1.75*

*SMOOTH and help your skin to lovely softness with **Milkmaid Emulsion**, fluffy emollient lotion made with fine skin-softening oils. Nice to use at night for it disappears quickly on the skin. Perfect as a light powder foundation. $1.75*

*LOOK radiantly fresh and sweet with **Milkmaid Lipstick**, 15% pasteurized sweet cream (wonderfully creamy, of course, yet it stays on for hours), $1.50; **Milkmaid Cream Rouge**, 15% pasteurized sweet cream, $1.50; **Milkmaid Face Powder**, 3% pasteurized sweet cream, gossamer-fine, velvety-smooth, very flattering, $2.00 . . . All items plus 10% Federal excise tax.*

At better department stores everywhere. If not available, send check or money order to Milkmaid, Inc., 647 Fifth Avenue, New York

MILKMAID

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NO SACRIFICE—NO VICTORY

(Continued from page 49)

The gamblers arose from their tables and began shouting vile abuse at the women, telling them to go back to their homes and not come into public places like prostitutes. The old woman advanced on them, with her club raised, shouting: *"Lou man!"* (gangsters) and *"Han chien!"* (traitors), and smashed her stick right down across a table, scattering mah-jong cubes and money all over the floor. The men took up benches and fought the women, and some broke off table legs and beat them.

"They beat and injured me," she said grimly, "but we have had a great victory. Almost every family had an injured woman, so everyone went to the *chu* official and told him the people would arise if he did not close down the gambling and opium shops. Now the owners and many of the men who beat us are all sitting in jail!"

"I hope you will be well soon," I said at last.

"It is nothing! I am old, and I can not get well so quickly. But it is nothing. There can be no victory without sacrifice! Now, American comrade, you can write. So please write to the American Women's National Salvation Association and tell them about this. They will know that we Chinese women have arisen and that we struggle bravely, as they do."

I think my voice trembled as I said I would do that, but I sat thinking of American women—well-clad, educated, going to movies to see bathing beauties in bathing-suits or women finding the solution of life's bitter problems in the mirage of a Hollywood kiss and embrace.

"American Comrade, Come!"

A month or so passed, and I had almost forgotten the little proposal I had made about pillow-cases for the hospital. But one day my door was pushed open, and there outlined against its unpainted yellow surface stood the gaunt, dark figure of the old peasant woman.

"American comrade, we have brought the pillows," she said. "Come!"

The women began going from bed to bed, giving each man a pillow. They were as yet too shy to lift up a man's head and place the pillow beneath it. They presented them formally, the pillow held in both hands, and the hands of the wounded came up and took them. The lines of men began murmuring with admiration and with many an "ah!" and an "oh!"

Each pillow-case was embroidered in coloured silk, with leaves and flowers or bamboo and pine and birds, and across the face of each case were words for: "Hero of the Nation," "Toward the Final Victory," or "Defender of the Nation."

But there were five pillows too few—and now two new Japanese wounded prisoners were in the hospital. The old woman bent over two of the Chinese wounded and explained that there were five pillows too few, but the women would make some more. But she would like to give the two Japanese a pillow each so they would not feel sad.

"Take them! Take them!" the two Chinese wounded replied, and surrendered their precious, beautiful pillows. But they watched them go with something of reluctance. The old woman patted them kindly, took the pillows, and presented them to the two Japanese wounded. She patted their shoulders in a motherly way. On the two pillows were the characters for "Hero of the Nation!" and "Toward the Final Victory!" Since Japanese and Chinese writing is sometimes the same, the Japanese read them with astounded and embarrassed smiles, looking upon the scene about them with wide eyes.

Japanese at the Hospital

The women broke up into small groups again and began talking to the wounded. One of the Army doctors spoke Japanese, so he took the old woman leader to the beds of the two Japanese. She sat down on the hard boards and began talking to them about their homes, their mothers, their wives or sisters, and telling them how sorry Chinese women are that Japanese militarists have forced this war upon them. This finished, I heard her begin on the woman's movement, on the rights and duties of women and their equality with men.

"Now she'll fix them up!" I thought to myself. She had them on their backs, and they would have to listen.

Japanese officers warn all their soldiers that, if captured, the Chinese torture them to death. This is one reason the Japanese often fight to the death rather than be captured. Now here lay two of them, under the care of Chinese doctors, and they were being given presents. But an old woman leader was talking to them about woman's rights.

They were learning the weird idea that women are not born merely as wife-servants, or as females to be raped. The old lady would thrust the woman's movement down their throats, patting their shoulders so it would go down more easily. I walked away, laughing.

An Army doctor halted me in the aisle. "What are you laughing at?" he asked.

"That old lady over there is torturing two Japanese prisoners of war."

The doctor's eyes were wide and startled. "What on earth are you saying?" he exclaimed, glancing beyond me at the Japanese.

"I said the old lady over there is torturing two Japanese. She has them on their backs and is making them listen about the rights of women—how women are the equals of men."

We stood in the aisle and laughed and laughed.

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Summer Rayon Sheer . . . huge floral masterpieces on honeyed grounds of melon, Inca gold, sunset blue or chartreuse. Sizes 12 to 20 . . . about $8.

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SHOWS WITH ITS MODERN CRYSTAL
A SUPERB AND EXTENSIVE COLLECTION OF
ANTIQUE ENGLISH & IRISH GLASS

One of a Pair
of Rare Irish Candlesticks

It is unusual to find a perfect pair of this type, size and period. The notch-cut urn shaped columns on square bases, have six-point star loose pans, hung with pear drops. Height 10½ inches. Ireland, circa 1780.

In October 1941, a boat left England carrying a case with these candlesticks and other pieces. It was torpedoed. In December, the case was found washed ashore on the English coast, with contents undamaged. Once again it was dispatched to America.

FIFTH AVE. AND FIFTY-SIXTH ST., NEW YORK

NOTES ON NAZIS

(Continued from page 42)

Who is the Most Powerful Woman in Europe?

Frau Gertrud Scholtz-Klink. The "*Reichsfrauenfuehrerin*"—this is the lady's unpronounceable title—rules the lives of thirty million German women and of at least twenty millions in the Nazi-dominated countries with a simple combination of spying, propaganda, and force. She probably has more power than any woman in the world today.

It was Hess who called in the anonymous wife of an anonymous country doctor in the Black Forest to organize German womanhood in 1934. National Socialism, so far, had never really bothered about women. Hitler's *Mein Kampf* mentioned them only twice, once in connection with venereal disease and once with marriage. By and large, Nazi leaders had felt that National Socialism was a movement for men, and that somehow women would follow their masters.

But the Scholtz-Klink convinced reluctant and jealous Nazis—Goebbels, Von Schirach, Himmler, and, above all, the General Staff—that in order to build national morale one had to control the women in a more direct way. Today Frau Scholtz-Klink controls their bodies and souls, tells them whom to marry, what to cook, when to breed. She teaches them, above all, "to bring the fruits of motherhood to the Führer and say to him: It is the best we have, therefore, it belongs to you."

In eight years, she has proved as able an organizer as Goering, as effective a propagandist as Goebbels. And her Secret Police is almost as ruthless as Himmler's Gestapo. None of the implements of the male Nazis have escaped her notice, and, in her march to power over German women, few of their methods have been beneath her dignity. I met her in Bucharest, where she helped organize the camp for refugees from Bessarabia and Bukowina.

Her chief instrument of power is the "*Frauenschaft*," a sort of elite corps of 50,000 women, units of which are active in every community. Agents of the *Frauenschaft*, trained for social work, party propaganda, and the special way of dealing with women, drop in on women who haven't bred for eighteen months, give them a pep talk, arrange for financial help and medical care. The *Frauenschafts'* travelling kitchens demonstrate how to cook ersatz foods. The *Frauenschafts'* spies terrorize housewives by unexpected investigations of pantry shelves and garbage cans.

Asked which was the most effective war organization, Frau Scholtz-Klink talked about the "*Nachbarhilfe*"—neighbour help. Everywhere in Germany, units were formed of five or six neighbouring families, living in the same apartment-house or in cottages near to one another, and each of these families was bound to come to the help of every other family of the unit.

The idea of the *Nachbarhilfe* was lifted from the Japanese with whom it had been a tradition several hundred years old. It was a fine idea. The trouble was only that the German women, each distrustful of the other, did not always feel very neighbourly.

Since I saw her, Frau Scholtz-Klink has announced that she was going to marry one Herr Heiszmeier "thus giving our ten children a joint home." Only four of the ten were her own children, but the ten, widely advertised, contributed a great deal to the prestige of the "perfect Nazi woman."

Are There Still People Writing Books in Nazi Germany?

Yes. One day I put this question to one of the thirty-two Nazi *Kultur-attachés* in Bucharest.

After going into a huddle with his thirty-one colleagues, who were as little geared for questions of literature as was himself, he sent an SOS to the Propaganda Ministry in Berlin, which immediately dispatched to Bucharest a list of new books, most of which were on sale in the bookshops of the Calea Victoriea.

Some of the books contained a certain amount of war reportage, eyewitness accounts of the various campaigns. One of the Nazi innovations is that correspondents, photographers, and newsreelmen, the so-called "Propaganda-Compagnieen," take part in the fighting proper. From the journalistic point of view, this is not a bad idea. Many of these reportages give a feeling of poignant experience which the less exposed, "old-fashioned" war correspondent rarely achieves. But German military authorities admitted to me that the strain on these warrior-writers is too severe, and that the losses are extremely high.

Aside from the war reportages, contemporary German literature keeps cautiously off timely questions. Nazi novels play in the pre-Hitler era, and preferably at the Côte d'Azur among terribly rich people. The only Nazi novel I found readable was by one Joseph Martin Bauer and dealt with the timeless love-affair of a virgin and a sinister elderly peasant, whose silent, but expert embraces were somewhat remindful of *Lady Chatterley's Lover*. The language and setting were very "blood and soil." While most of these novels are too bad to get into print in the U. S. A., they have large editions in Germany. This is highly significant. It shows the Germans' hunger for escape, any escape, from Hitler's reality.

This hunger for escape from Hitler's reality, though on a higher level, is responsible for a renaissance of poetry in the manner of the early German *Romantik*. Some of this poetry is surprisingly good. Anti-Nazi in emotion, it is primarily concerned with the destiny of the individual soul, is full of *Weltschmerz*, the pains and joys which are between man and his God, between lovers, between friends.

Travel

The seasoned traveller in Axis-dominated Europe carries a basket of food and his soap; insists on the servant quarters in the Grand Hotels instead of the bridal suite, because they heat better; expects his water to run hot only twice the week; lets himself be undressed and pawed over at every frontier without bursting into tears of rage; derives a stoic pleasure from the fact that he is the object of innumerable, intertwining rackets.

(Continued on page 90)

STEUBEN GLASS

A DISTINGUISHED AMERICAN ACHIEVEMENT

Magnificent Modern Set of Steuben Table Glass Engraved with an English Crest

The designs from Steuben's small group of glassmakers, include a complete selection, from useful articles such as smoking accessories, flower bowls and candlesticks, to superb sets of table glass.

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You're always fashion-correct in Berkshires

You can put your best foot forward in the new Berkshire Stockings . . . fashion-correct, perfect-fitting, long-wearing, and so lovely in their new Spring colors.

Berkshire's knitting experts have worked miracles in nylon, rayon and cotton . . . with clever combinations of these American-made yarns, they have produced stockings of outstanding beauty. You can be sure that Berkshire, the world's largest full-fashioned mill, will always produce stockings that compliment the good taste of discriminating women.

There's a store selling Berkshire Stockings near you.

Berkshire STOCKINGS

Berkshire Knitting Mills, Reading, Penna.

NOTES ON NAZIS

(Continued from page 88)

Entertaining

Yes, there is still a certain amount of entertaining being done, but it's mostly official entertaining for Axis chieftains. Private entertaining has been diminished by the food shortage and the blackout. People invite one another for luncheons and cocktails, but dinner invitations have become rare, as it's difficult to get around in the dark without a car. Bridge and Gin Rummy are preferred to talking, partly through the need for escape, and partly through fear of the Gestapo.

If people talk, they are given to a sort of smooth double-talk, though there is always someone who takes you aside and whispers the latest news or an unfavourable joke about the régime. In Nazi-dominated Europe, you can have really interesting group conversation only among German officers and high officials who don't give a damn. Everybody else is afraid.

What Has Happened to the Church in Italy?

How strong the Church is, dawned upon me on an unforgettable Sunday in Rome. There was in the morning a giant demonstration at the Forum Mussolini, Fascism's most impressive architectural show-place. The beautifully-spaced square was lined with thousands of Black Shirts. The entire party leadership headed by the Duce had turned out. Speeches and songs rang out to the blue Italian sky. And everybody looked very grim.

That same evening, the beatification of a long-dead Spanish lady was celebrated in Saint Peter's, great architectural symbol of the power of Roman Catholicism. Remember the paintings of Pietro Longhi, and you know how Saint Peter looked that evening. The red robes of the hierarchy bloomed violently against the pale marble of the columns. Roman society, white-tied and gold-laced, and their ladies in long black with the classical lace mantilla veiling their hair, sat on grandstands draped in purple velours. Monks and nuns in the brown, black, white clothes of their various orders. Little girls in white; orphanage children in blue; soldiers in khaki; peasant women in crème de menthe and raspberry; beggars in rags. And the light of innumerable candles flickering mysteriously over this riot of colour.

People chatted and laughed, fell on their knees and said their prayers, got up and laughed again. Then the Pope was carried through the nave. He was all in white, looking very fragile. And, as his long, noble hand tirelessly blessed the multitude, he sent them the kindly smile of a father amused by the pranks of beloved children. The jubilation which then echoed through the naves and chapels had no end. People clapped their hands, cheered "*Papa.*" I never saw a greater victory for the Church vs. the New Order than on this Sunday. The New Order could make people only grim and disciplined, the Church made them happy.

How Do People Feel Towards Americans?

Chiefly envious. The bearer of an American passport in Nazi-dominated Europe was a more envied figure than a *Gauleiter* in a concentration camp. It was embarrassing.

Knowing how envious they were, I could hardly bear to tell them that I was actually going home. It was, one felt, bad taste to brag about one's own freedom of movement and security, before people who were in such desperate want of it.

But the strangest experience was that not only the persecuted and endangered envied an American citizen. The highest Nazis showed traces of envy towards any one who was out of reach of their own inexorable machine, to which they were yoked in such an uncompromising fashion.

How Does Society Fare in Totalitarian Europe?

This depends on the attitude of the individual towards totalitarianism. Mussolini and Hitler have no prejudices against the "*gens chic.*" On the contrary: they made rather a sport of winning them over, and, up to a point, they had considerable success with it. But the war has changed things.

Nobody loves a bully—especially when it has been proved, in every country in Europe, that no matter how far one is willing to go in appeasement, the bully won't stay bought. That's why there are very few appeasers left in the smart sets of the various Nazi-occupied countries. Most of the former sympathizers with totalitarianism in Occupied France and Rumania now avoid social contacts with the Nazis. Society in these countries, through preference or banishment, lives apart from the Nazi régime.

Take, for instance, the Princess Antoine Bibesco, Lady Asquith's brilliant daughter—a thin woman with a chalk-white mask of a face. She was never an appeaser. Until the Germans came, she had the most interesting salon in Bucharest, entertaining the Rumanian intelligentsia, British diplomats, and journalists, in the Athene Palace Hotel. But then the British had to leave Bucharest, and most of the intelligentsia were put into jail or escaped into exile. And one day, rumour had it, General Antonescu told Prince Bibesco, that in order to avoid trouble for his wife he had better send her to his country estate, somewhere on the Jugoslav border. (The Princess detests country life.)

What Struck You as the Most Hopeful Sign?

The opposition against Hitlerism that comes from the German youth. One day, a high Nazi official told me that he felt uneasy about being away from Berlin, because his children might get into trouble. His son and daughter, both in their 'teens and both pupils of one of the best high schools in Germany, were terribly anti-Nazi. The reason? The children felt that Naziism did not give them the time to learn the things they wished to learn and to develop their personalities. Were they exceptions? In this school, at least, they were not.

"You know," the Nazi father said, "they feel that we can't last very long anyway, and that the future belongs to them because they are young."

The Miracle of Susan

CAN HAPPEN TO YOU

We all know Susan . . . she is a nice person, but overweight and terribly unhappy about the way she looks. She is absolutely unable to rise to these demanding days . . . because she is not physically fit.

All this Susan realized . . . but she didn't know what to do about it until . . .

Susan heard about Elizabeth Arden's Physical Fitness Treatments: Susan started immediately with an uplifting Face Treatment. Gifted fingers smoothed and toned her skin . . . helped to eradicate taut tension lines and worry wrinkles.

Very much encouraged, Susan took Corrective Exercises to build up her health and strength, improve her figure, her posture and give her confidence and poise.

Susan tried the Roller Machine and was amazed to learn that by just standing still, inches rolled away.

Susan found the Slenderizing Treatment took inches off wherever she wished. This was accomplished by electrical impulse while she lay relaxed reading a book.

An Ardena Bath was a thrill to Susan. Wrapped all cozy like a baby in a blanket, this miraculous treatment aided in releasing toxic poisons.

Now Susan breezes through her defense work . . . interested, alert, and physically fit. Susan is very much aware now that to look and feel your best you must first build your health and strength. For her regained fitness she gives thanks to Elizabeth Arden.

Treatments may be taken singly or in combination courses. Have a consultation on your individual requirements . . .

Elizabeth Arden

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Look how lovely!

. . . no wonder **Patricia** advises **Ivory Flakes** care!

This very slip went through 35 test washings before this photograph was taken!

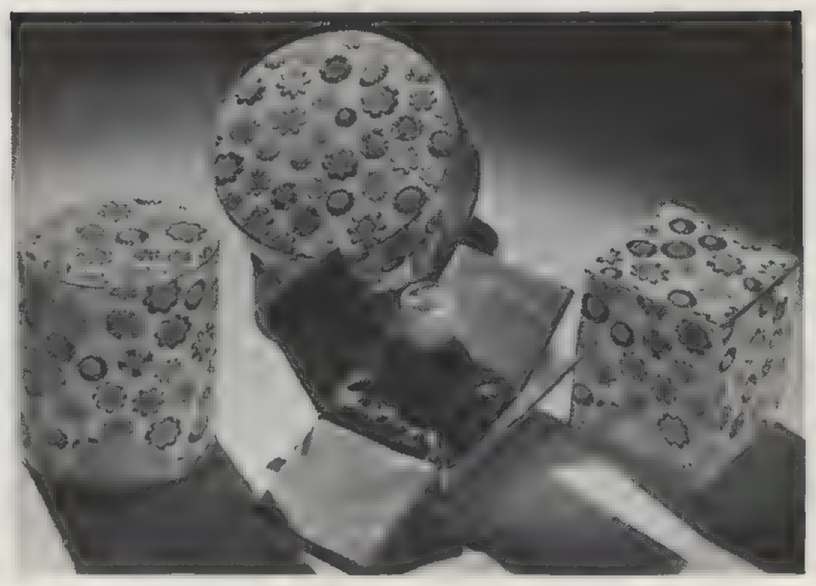
The color—blossom pink—is still softly rosy . . . the rayon crepe texture is still shimmering soft. So much so that the Patricia people who made the slip could hardly tell it from an unwashed one!

Proof, certainly, that fine lingerie thrives on the right kind of washings with Ivory Flakes, the flake form of baby's own mild Ivory! They're Double-Quick now . . . dissolve twice as fast!

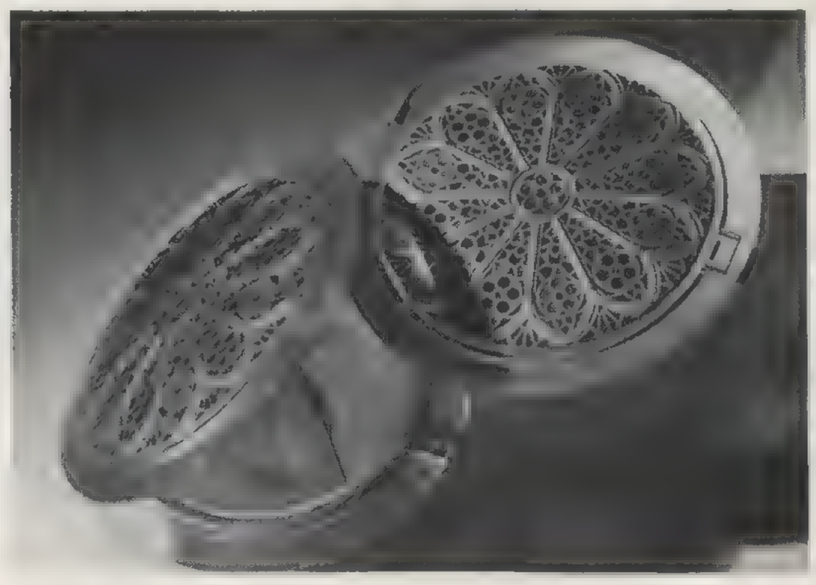
RHYTHM SLIP by Patricia—dainty clover-leaf blossoms appliquéd on the bodice. About $3.00 at fine stores everywhere.

9 out of 10 leading makers of famous lingerie advise Ivory Flakes washings . . . 99 44/100 % pure

SOMETHING NEW



The odour of "Mille Fleurs," in perfume, bath, and make-up essentials by Elizabeth Arden, is soft and sweet, the boxes bright and gay with varicoloured flowers embossed on white. (Bonwit Teller)



A stained-glass window must have inspired this new vanity-case by Volupté, with its golden arches and brilliant, enamelled colours in red, blue, and green—all under clear plastic. (Altman)

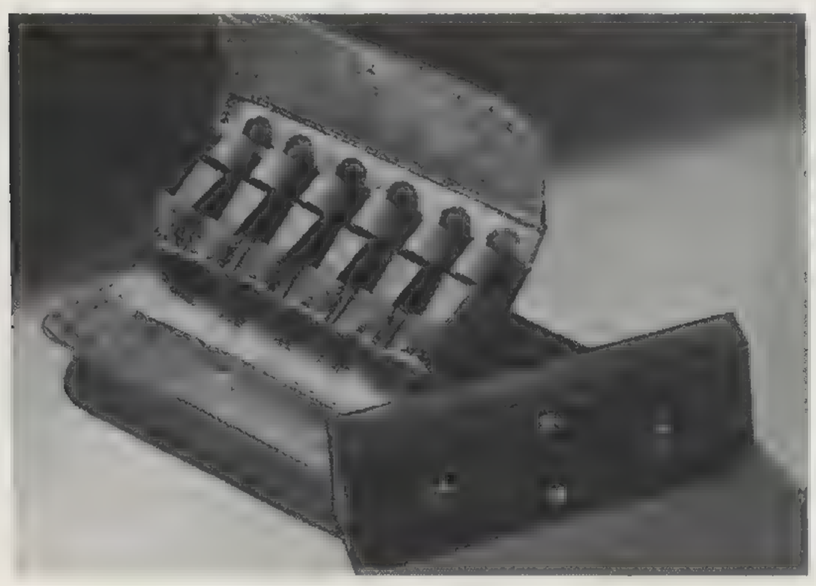
In a Georgian-crested, sterling silver case, Gourielli combines two important beauty items: lipstick at one end; at the other end, perfume which you may have in the odour of gardenia or floral bouquets

Bath powder, toilet-water, bath essence, perfume, and roll sachets, specially designed to fit into the cranniest corner of your suitcase, are all in Ann Haviland's "Lily-of-the-Valley" fragrance. Saks-Fifth Ave.

SOMETHING BLUE

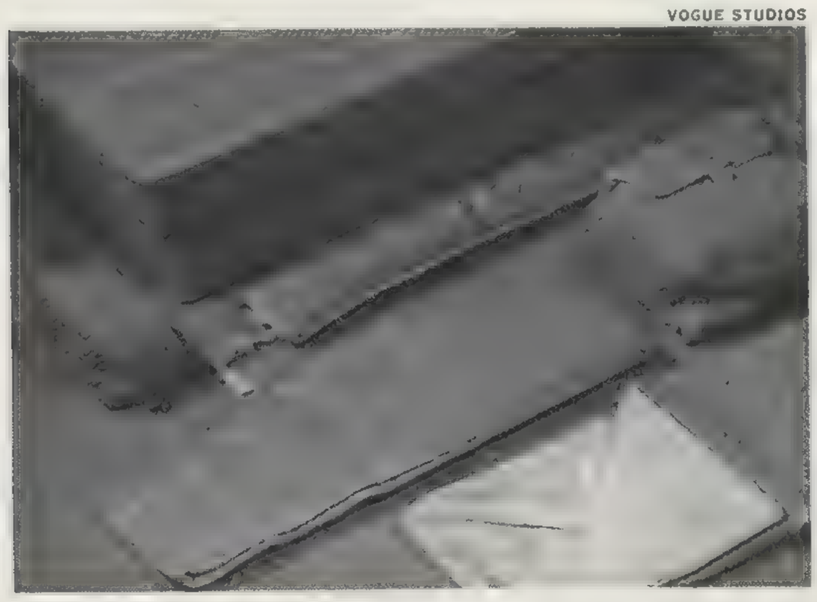
Two Dermetics kits in blue: one's large enough to hold extra knick-knacks; the other's small enough to slip inside your hand-bag. Each contains all of the essentials for a quick pick-up and make-up

Any bride would love a whole set of Renée Thornton's beauty aids... because they include everything from whipped-up creams to make-up; because they're pretty in blue boxes and jars. (Saks-Fifth Ave.)



In a little blue be-starred "Color Chest," Revlon puts up five nail enamels and a bottle of "Adheron." Colours in a chest range from dark to medium or medium to light. (Lord and Taylor)

VOGUE STUDIOS



A most luxurious gift by Mary Chess is her sacheted "Bride's Box" in blue quilted taffeta. It includes a shoulder cover, lingerie cover, rubber-lined bath-mitt case, handkerchief kit, and hanger sachet

Society Beauties Love this 1-MINUTE MASK

MRS. GERALDINE SPRECKELS—beautiful Californian, says: "This 1-Minute Mask leaves my skin looking so fresh, feeling so soft."

A glamour aid to help your skin look LIGHTER, SOFTER, FRESHER

This new glamour way to use Pond's Vanishing Cream—as a 1-Minute Mask—is gaining new friends every day!

It's so simple! So quick! So effective!

You just smooth Pond's Vanishing Cream *thick* over your face and throat (except eyes). Leave 1 *full* minute. Wipe off excess.

You'll like the Mask's cool feel while on your face. And you'll be delighted with its glamorizing aid! The way your face *looks*—fresher, lighter! Its adorably softer *feel!* And your make-up goes on with enchanting smoothness.

Use 3 or 4 times a week in the morning, evening or during the day.

1. Tiny dried surface skin, tight-sticking dirt particles may dull your complexion.

2. This 1-Minute Mask's "keratolytic" action gently dissolves and loosens such dried skin and dirt particles.

3. See how much fresher, lighter your skin looks—softer it feels! And make-up goes on so smoothly.

FAMOUS POWDER BASE, TOO

Always smooth on a thin film of this fragrant cream before you powder. It helps protect your face against wind and weather. Gives a velvet-soft mat finish—perfect for make-up. Powder goes on with lovely smoothness—holds for hours.

TRY ONE MASK—You'll Use it Always!

Hurry to your favorite beauty counter for a jar of Pond's Vanishing Cream. Use it *just once* this *new way*—as a 1-Minute Glamour Mask—you'll be a convert, too! The 10¢ size gives you *five* Mask treatments, but you'll want the thrifty *larger* jars for regular use. Four sizes—all popular in price.

Exciting!
Different!
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Personalized
COLOGNES
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Give grandly, give gaily! Her own golden initials on her own cologne bottle—beautiful to behold! A thought-full gift for Mother's Day. Choose from four fascinating fragrances by Mary Dunhill . . . White Hyacinth, Gardenia, Flowers of Devonshire, Bewitching. You'll surely want one for yourself as well!

Two-initial size, 1.75. Three-initial size, 3.00. Plus 10% federal tax. Refills available. At smart stores. For your nearest store, address Mary Dunhill, 11 E. 26th St., N.Y.C.

AMERICAN WOMEN—SO PRETTY

(Continued from page 60)

out of my mouth," I said.

"But what I may add for your information," he added with a kind of mischievous pride, "is that like true artists they devote all the time necessary to perfection; and that, compared to them and their technical skill, the make-up of most Frenchwomen is mere slovenly improvisation."

"This is too much!" I cried. "Out with your secret! You are not going to tell me that you have made this discovery with nothing but your nostrils. Where have you been, Salsette? Whom have you been seeing?"

Salsette beamed. He took me by the arm, and in the manner of a mystery-story detective explaining his prescience in the last chapter of the book, he let me into his secret.

Secrets of the Movie-House

"The other evening," he said, "I took your advice. I went to that monster movie-house you said I ought to see. But I found the film dull, for it was a constant stream of dialogue of which, unfortunately, I understood not a word. I went out, therefore, to smoke a cigar in that immense lounge, the like of which is to be seen in few palaces of Europe. I watched the crowd. I strolled to and fro. It was soon plain to me that most of the men who sat reading newspapers, or listening to the radio, were not there of their own volition. They had been planted there by their wives, who were in the Ladies' Room.

"I assure you that I was not trying in the least to be indiscreet, but it was impossible for me not to observe, as the door opened again and again, that the deep anteroom of this suite was filled with ladies busy making up. And they were not limiting themselves to the three little blows of the powder-puff and the swift stroke of the rouge-pencil with which Frenchwomen content themselves while peering into a pocket mirror or passing a glass hung between two doors. Looking at them as they sat in their comfortable chairs, each before her own mirror and her own marble shelf (on which she had spread all that apparatus that American women carry in hand-bags so much bigger than ours)—looking at them as they sat there, it was plain that they had settled themselves down and were not to be hurried. Each one gave me the impression of an actress in her dressing-room, taking a good half-hour to make up before going on-stage. I say a half-hour. I am not exaggerating, for I timed them. This was the run-of-the-mill American and his wife, taking in a first-run picture: nothing more."

"I admire the way in which you were able to see so much of what you were not supposed to see, in particular the ladies at their toilette, without making yourself conspicuously indiscreet."

"You can't imagine how much a man can see out of the corner of his eye merely by walking innocently back and forth in front of a door that is practically always opening and shutting. What I saw, meanwhile, gave me a good deal of food for thought."

"Salsette," I said, "you have certainly noticed the demeanour of American men in the presence of women, whether in the street or elsewhere? Has it struck you as remarkable?"

"Yes," he said a little hesitantly. "Like everybody else, I have read about the domination of woman in America. Not woman in the maternal sense of the word, as in certain primitive matriarchies, but woman as representing something young, beautiful, desirable. I suppose it's true, since people say it is. Yet I shouldn't call it domination, exactly. It seems to me rather the cult of woman, a little in the spirit of the troubadours, of the chivalry of the Middle Ages. I know nothing about American politics or business; but are women more active here than elsewhere?"

"Oh, not particularly. In politics, perhaps less than in England or even Sweden; certainly less than in Soviet Russia. In business—there are two ways of looking at it. I am personally persuaded that American women, in particular the good-looking ones, are much less interested in their husbands' affairs than our Frenchwomen are. They may even be less interested in politics than our women are—seriously interested, I mean."

And in the Casual Encounter...

"Salsette," I continued, "here as we walk along, what do you think of the attitude of these men towards these women? Do they give you the impression of being particularly aware of the trouble the ladies have taken to create (or retain) their beauty and elegance of line?"

Salsette broke into a little laugh.

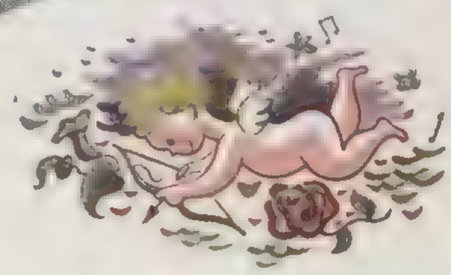
"A hasty observer would assuredly say that they were indifferent; for except when the men step aside to let a woman go by (without looking at her, incidentally), they seem hardly aware of the ladies' existence. A woman who arrived in New York straight from Italy or Spain, where even the most ill-favoured woman, provided she be young and a bit dressed up, is assailed by a volley of masculine oglings and sometimes harassed by madrigals not in the best taste, would say to herself: 'What a land of wooden puppets I have dropped into! Eyes like mine, a frock like mine, and not a man seems to know that I exist!'"

"Your cult, then, is a discreet one—at least, out-of-doors."

"It is. I have even observed this: that out-of-doors, at any rate, it is the women who look at the men, and not the men at the women. I don't mean by that that the glances of the women are provocative or inviting. Not at all. The meaning of their glances is actually hard to guess. You would say that they were trying to measure the extent of their power—and not without a hint of haughtiness. They seem to be in quest of a certain deferential praise from a masculine eye."

"Expressed, would you say, by masculine eyes modestly lowered or affectedly blank?"

"Perhaps. The language of the eyes must be like other languages, the product of training and habit. And I dare say the ladies know what it signifies. It is highly likely that an American woman is able to distinguish in those eyes modestly lowered or affectedly blank a whole range of meaning—a marvellous unleashing of admiration, a furious wave of desire, even a melancholy 'I wish my wife were as pretty as you are.'"



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Martex

BATH TOWELS • DISH TOWELS • CHENILLE MATS

* Due to government needs—supplies of dye-stuffs used in making colored towels may soon be curtailed. *The background of this advertisement is a section of the Martex DORIC pattern reproduced in actual size.*

PERFUME • THE HEART-BEAT OF YOUR CHARM

Great perfumes — timeless blends — are rarer, perhaps, than you realize. Their creation requires the most exacting skill . . . and the widest imagination. Remember that perfume is only perfume when it is real perfume. Of more than a hundred perfumes created within the last twenty years, only a few have survived.
And most of these are Coty!

Coty knows how to compose fragrances of extreme subtlety, of perfect proportion, perfumes you never tire of. L'Origan, for example, is a blend of more than twenty ingredients. So subtle is L'Origan, so delicate, that — though many have tried to imitate it — no one has ever guessed its secret. Other Coty classics are "Paris" ... L'Aimant (The Magnet)... Emeraude... Chypre... Styx

COTY

THE CHARMED LIFE

(Continued from page 45)

cigar-box behind a showcase. He invited almost everybody to come out and watch him dig on Sundays, and a great many came, week after week, always a new set. He received a good many letters, most of them with foreign postmarks, and after a few rapid glances he dropped them into the drawer of a long table. "I know a lot of people," he said, shuffling among the heap one day. "I ought to answer these. Big bugs, too, some of them."

One day, among a pile of slant-eyed clay faces, I found a dusty, dog-eared photograph of a young girl, which appeared to have been taken about fifty years before. She was elegant, fashionable, and so astonishingly beautiful I thought such perfection could belong only to a world-famous beauty. The Old Man noticed it in my hand. "My wife," he said in his impersonal, brisk tone. "Just before we were married. She was about eighteen then."

"She is unbelievably beautiful," I said.

"She was the most beautiful woman I ever saw," he said, matter-of-factly. "She is beautiful still." He dropped the photograph in the drawer with the letters and came back talking about something else.

After that, at odd moments, while he was polishing jade beads or brushing the dust off a clay bird, he dropped little phrases about his wife and children. "She was remarkable," he said. "She had five boys in eight years. She was just too proud to have anything but boys, I used to tell her."

Again, later: "She was a perfect wife, perfect. But she wouldn't come to Mexico with me. She said it was no place to bring up children."

One day, counting his money and laying it out in small heaps, one for each workman, he remarked absently: "She's well off, you know—she has means." He poured the heaps into a small sack and left the rest in the cigar-box. "I never wanted more money than I needed from one week to the next," he said. "I don't fool with banks. People say I'll be knocked in the head and robbed some night, but I haven't been, and I won't."

His Political Dynamite

One day we were talking about a plot to overthrow the Government which had just been frustrated with a good deal of uproar. "I knew about that months ago," said the Old Man. "One of my politician friends wrote me..." he motioned towards the table drawer containing the letters. "You're interested in those things," he said. "Would you like to read some of those letters? They aren't private."

Would I? I spent a long summer afternoon reading the Old Man's letters from his international big bugs, and I learned then and there that hair *can* rise and blood *can* run cold. There was enough political dynamite in those casually written letters to have blown sky-high any number of important diplomatic and financial negotiations then pending between several powerful Governments. The writers were of all sorts, from the high-minded and religious to the hearty, horse-trading type to the worldly, the shrewd, the professional adventurer, down to the natural moral imbecile, but they were all written in simple language with almost boyish candour and an indiscretion so complete it seemed a kind of madness.

I asked him if he had ever shown them to any one else. "Why, no," he said, surprised at my excitement.

I tried to tell him that if these letters fell into certain hands, his life would be in danger. "Nonsense," he said vigorously. "Everybody knows what I think of that stuff. I've seen 'em come and go, making history. Bah!"

"Burn these letters," I told him. "Get rid of them. Don't even be caught dead with them."

"I need them," he said. "There's a lot about ancient Mexican culture in them you didn't notice." I gave up. Perhaps the brink of destruction was his natural habitat.

The Return of the Beauty

A few days later, I went up the dusty stairs and, there, in a broad square of sunlight, the Old Man was sitting in a cowhide chair with a towel around his neck, and a woman was trimming his moustache with a pair of nail scissors. She was as tall as he, attenuated, with white hair, and the beauty of an aged goddess. There was an extraordinary pinched, starved kind of sweetness in her face, and she had perfect simplicity of manner. She removed the towel, and the Old Man leaped up as if she had loosed a spring. Their son, a man in middle age, a masculine reincarnation of his mother, came in from the next room, and we talked a little, and the wife asked me with gentle pride if I did not find the shop improved.

It was indeed in order, clean, bare, with the show-windows and cases set out properly, and tall vases of flowers set about. They were all as polite and agreeable to one another as if they were well-disposed strangers, but I thought the Old Man looked a little hunched and wary, and his wife and son gazed at him almost constantly as if they were absorbed in some fixed thought. They were all very beautiful people, and I liked them, but they filled the room and were not thinking about what they were saying, and I went away very soon.

The Old Man told me later they had stayed only a few days; they dropped in every four or five years to see how he was getting on. He never mentioned them again.

Afterward when I remembered him it was always most clearly in that moment when the tall woman and her tall son searched the face of their mysterious Wild Man with baffled, resigned eyes, trying still to understand him years after words wouldn't work any more, years after everything had been said and done, years after love had worn itself thin with anxieties, without in the least explaining what he was, why he had done what he did. But they had forgiven him, that was clear, and they loved him.

I understood then why the Old Man never carried a gun, never locked up his money, sat on political dynamite and human volcanoes, and never bothered to answer his slanderers. He bore a charmed life. Nothing would ever happen to him.

Whether in a revealing uniform or the smartest of "off-duty" clothes, women are always more vital and effective when they KNOW they LOOK well! Lily of France corseting not only gives you a beautiful figure but its expert fitting and design assure you the sustaining support so essential to your reserves of energy.

Lily of France

DUO-SETTES FOR $8.95, $10, $12.50 OR MORE; STEP-INS $5.95 OR MORE
ALSO MAKERS OF MME. IRENE DUO-SETTES AND STEP-INS

STERLING SILVER ASSORTMENTS

On pages 72-73, we referred you to Vogue's suggested assortments of sterling flat silver for the bride. Assortments which will furnish you with a basis to which you can add. Assortments which will enable you to entertain a certain number of people correctly and well.

To either of these assortments you will want to add—extra teaspoons, for instance, perhaps a carving set. But either one will provide you with a good fundamental nucleus on which to build.

The minimum assortment—good if you are travelling, or if you have budgeted your silver-spending—will cost you about $300; will enable you to entertain six people at lunch or dinner—more at tea or a buffet meal. At this price, the weight is substantial, and, for an extra $70, you may want to increase your sixes to eights—widen the scope of your entertaining field.

If, on the other hand, you are budgeting the space in your trunk or feel that you should spend less than $300 on your sterling flat silver, you will be able to cut down on some of these pieces. Dessert-spoons can double for soup. Teaspoons are, of course, always correct for soup in cups. Luncheon forks can be used for salad forks. You might consider this sort of double use, until that time when you have the space and money to provide yourself with a complete assortment; thus cutting down the price of your sterling flat silver to about $245, without sacrificing anything in the weight of the silver you buy.

The larger assortment will cost you between $700 and $725. With it you can entertain twelve people at a seated meal—more, of course, for tea or a buffet lunch or supper.

The prices of these assortments are based on the price of the average sterling flat silver pattern of regular weight—they will vary slightly, depending on the particular pattern you choose.

Minimum Assortment

16 teaspoons
6 soup-spoons
6 dinner-forks
6 dinner-knives
6 luncheon forks
6 luncheon knives
6 salad-forks
6 butter-knives
6 dessert-spoons
6 coffee-spoons
4 salt-spoons
1 lemon-fork
1 sugar-tongs
2 ladles (large and small)
3 serving-spoons
3 serving-forks

Larger Assortment

24 teaspoons
12 soup-spoons
12 dinner-forks
12 dinner-knives
12 luncheon forks
12 luncheon knives
12 salad-forks
12 butter-knives
12 dessert-spoons
12 coffee-spoons
12 fish-knives
12 fish-forks
12 oyster-forks
12 iced-tea spoons
6 salt-spoons
1 lemon-fork
1 sugar-tongs
2 ladles (large and small)
4 serving-spoons
4 serving-forks

SOAP-AND-WATER FASHIONS

Our next issue (May 1 Vogue) will launch more than forty new summer fashions that can be put into the tub without a qualm. Spot-lighted: Black cottons for summer in town...gingham dancing dresses designed by Adrian...washable suits in high-hearted colours ...shirtwaist dresses, prettier, softer, for the city.

May 1 VOGUE, at Your Newsstand April 24

MAINE CHANCE FARM

(Continued from page 66)

want to go to Maine Chance for any number of reasons: because you've been working at top-speed and want to run-down; because you're looking not-so-well; because you've added uncomfortable pounds; because you're too tired to cope; or for fun.

Well, they're all symptoms which can be cured here. Nerves can be reconditioned; you can turn in your old, worn-out vitality for a new 1942 model; you can give up having to cringe in front of mirrors; and that waning self-confidence can be made to stop lurking, and come right out in the open.

Part of the cure lies in the wonderful effect of not having to decide a single thing for yourself, for a while. A doctor examines you the moment you arrive, and the Director organizes your routine to follow. You are awakened at a quarter to eight in the morning with a glass of warm water and lemon-juice. Your breakfast arrives at eight in your room—accompanied by flowers, and a card which is your calendar for the day. You pin this on, and abandon yourself to a schedule of cosseting.

At nine, you join the other guests, who are filtering out of their rooms in exercise suits, cream on their faces, hair held back with white bands —all headed for the boathouse on the lake. You might begin on the wooden roller, where inches are rolled off while you stand—no effort at all to you. You might have rhythmic exercises. You might have a massage, or a reducing Ardena bath. Or have your hair treated and brushed out under the sun. At eleven o'clock everyone drinks potassium broth.

Lunch is served to you, perhaps after a quick swim—and you still in your creams, and your hair bound back, looking no funnier than anyone else. And then after lunch you are free to rest, in a sort of happy daze, an ethereal coma. At three, you emerge to be directed again, and to be ministered unto. At four, you have fruit juices and then are free from five to seven to dress leisurely for dinner, with little make-up or hair-doing—until the final night, when you spring, full-panoplied, from your old self into the new.

After vegetable-juice cocktails, dinner is served by the admirable Frederick, a butler straight out of an English novel—or maybe a dream. Frederick, besides being quite perfect in his job, has a way with flowers, and every evening arranges a surprise decoration for the table. After dinner (where the dieters are given just as much gourmet-care as the non-dieters —with different menus), you can play games. And at ten-thirty (although there's no curfew), you're more than glad to go to bed. To go to bed sleepy from the outdoors and from exercise; your mind at rest; having no compulsions or musts for tomorrow; and —anointed with creams.

Yes, there's one way of getting away from it all (and in the Maine woods, too) without going in after b'ar.

Not for just a year

More than ever now, you want easy-going, right clothes. A & F has been building this kind for years. They top off practicality with a bred-in-luxury air. They're soft to a woman's figure. And yet, their rugged lines, their fine materials will stand up to your future.

Nub-flecked Shetland cardigan, in soft colors, $8.75. Pullover to match, $7.75. Pleated imported tweed skirt, $16.75.

Imported Linton homespun that drapes itself... it's that soft. In our A&F workroom suit, $95. Stitched felt hat, $16.75.

Models tailored in our workroom

ABERCROMBIE & FITCH CO.

MADISON AVENUE at 45th STREET, NEW YORK

STREAMLINER — unequalled for slenderizing the hand. Black, White, Navy and newest Latin-American colors. $1.

PETUNIA—dressmaker detail, with petal top. Black, White, Navy, Dusty Pink, Dusty Blue and Pebble Beige. $1.

Hands

GRACEFUL AS SPRING...IN GLOVES BY SENDRA

You'll walk hand in hand with beauty in these bewitching new gloves by Sendra. Vibrant with the youthful lilt and lift we so need today, they grant that final note of charm that lovely hands deserve. In the liquid, slenderizing grace of "Streamliner"—the suave Latin-American simplicity of "Fiesta"—the exquisite petalled detail of "Petunia"—you'll find that intimate perfection only classic designing can achieve. Ask for Sendra Gloves at finer stores everywhere . . . you'll thrill at their moderate cost.

FIESTA—a softly tailored semi-dress glove with fascinating side shirring. Liberty Red, Black, White, Navy, Dusty Pink, Dusty Blue and Pebble Beige. $1.

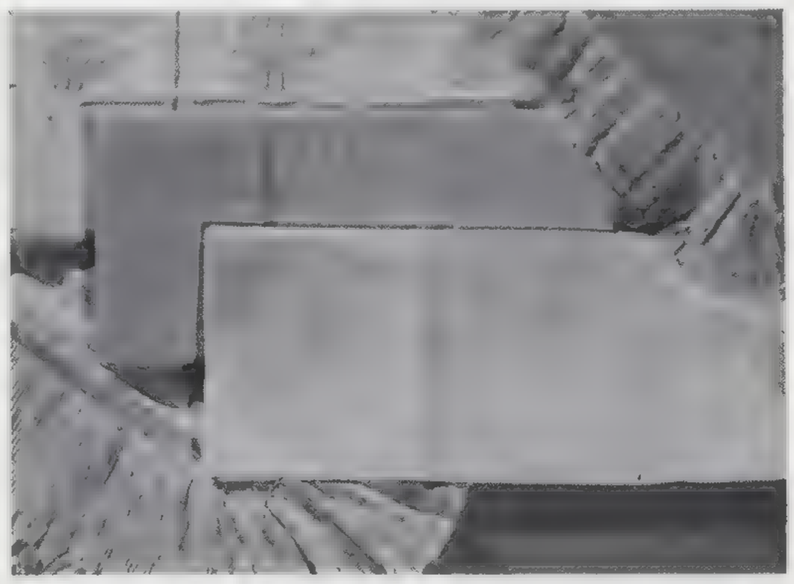
Sendra

EISENDRATH GLOVE CO., 2007 Elston Ave., Chicago
Official glovers to American Airlines

TROUSSEAUX TO USE

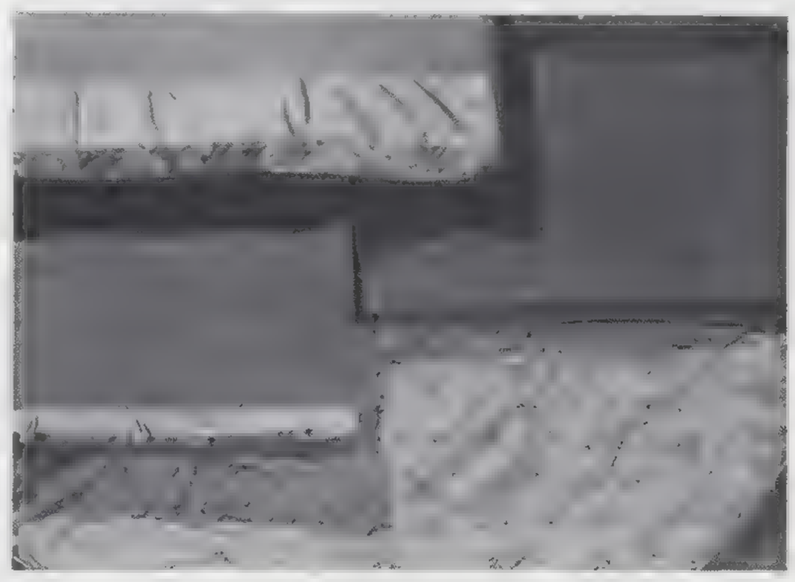
A WORD to the wise bride who has a plump budget, plus benign relatives.... Planning at least two bedrooms and two baths, this is approximately what you'll need: Two dozen fine white percale sheets with pillow-cases to match; six blanket-covers; two dozen face-towels; three dozen linen guest-towels; three dozen bath-towels; two dozen wash-cloths; six bath-mats; four winter, four summer pairs of blankets.

You'll be adding to these first fine things in the years ahead. And you will choose not only their beauty but for fitness for your own plan of living. Below are suggestions for the once-in-a-lifetime fun of shopping for *your* trousseau.



You'll want some decoratively embroidered sheets. Three Wamsutta Supercale sets (one sheet, two cases), monograms by the Linen Embroidery Company. White with pink-and-blue monogram. Peach with white monogram. One entirely white. Pink flowered hand-made pure dye silk blanket-cover, pillow. Léron exclusive design

Towel trousseau that would bring a gleam to any eye. White Martex "Princess" bath-towels with white Basque borders and the wonderful deep texture husbands heartily approve. Good-looking group of linen hand-towels with appliqué borders and monograms. White towel, appliqué in blue. Peach with white. White with pink. All at Mosse

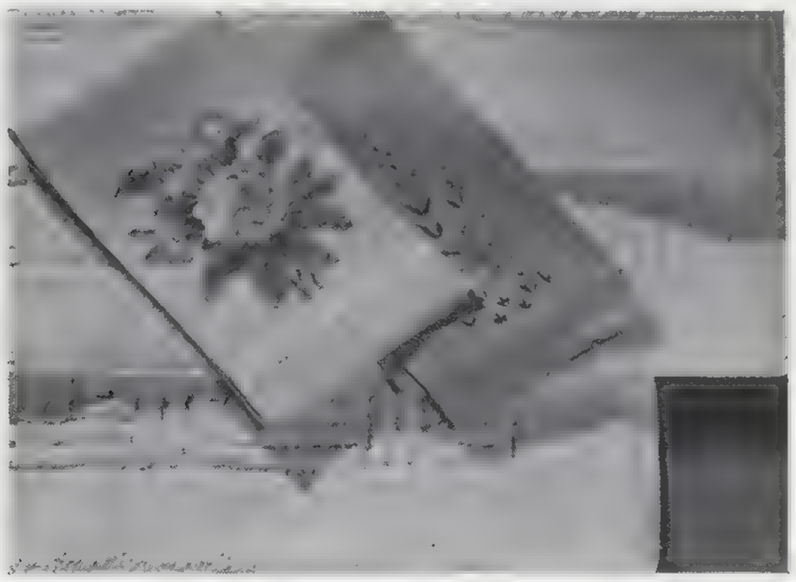


Left: Pretty and *warm*—peach winter-weight Springfield blanket. Pretty and *soft*—pale blue summer-weight Springfield blanket. Right: blue again—a Three Weavers' "Zephyr" hand-woven, hand-made blanket. All sponsored by Wamsutta Mills. Flowered pink silk lamb's-wool comforter to match the blanket-cover shown above. Find it at Léron

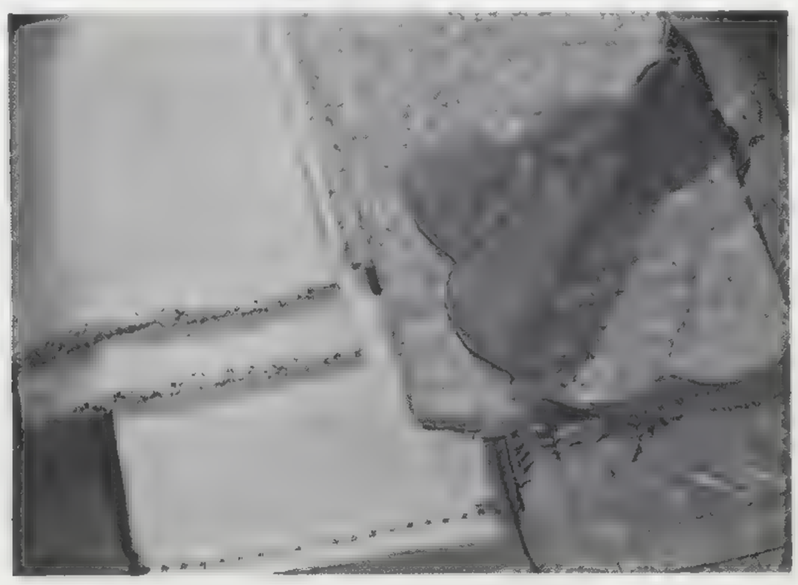
HAPPILY EVER AFTER

A WORD to the wise bride with one eye on the Proverbial Penny Saved, the other on a pretty trousseau.... Good starting line-up for you would be: eighteen percale sheets, eighteen pillow-cases to match; one dozen bath-towels; one dozen wash-cloths; two bath-mats; one dozen linen face-towels, two dozen linen guest-towels; two pairs winter, two summer blankets.

You'll shop, now, with long-view strategy, counting the cost less than you count durability. Start with the best you can possibly afford—timeless linens, sheets that will last many launderings, dependable blankets. Below—some suggestions for the once-in-a-lifetime fun of shopping for *your* trousseau.



Towel trousseau that's bright for your bathroom, light on your budget. Substantial Martex "Bombay" white bath-towels with restrained Greek key design. White linen hand-towels, flower appliqués in washable "Glosheen", bright as your bridesmaids' bouquets. Pale blue linen towels, machine-embroidered with blue flowers—at McCutcheon



Left: White Chatham summer blanket, bound with flowered chintz. White Chatham "Snowhite" winter blanket that comes in a chintz-covered closet box. (At leading stores.) Right: Two comforters from William Coulson—a summer one of cheerful printed dimity, and one that's a warm winter-weight, and made of softly-glowing rose taffeta

VOGUE STUDIOS

Pleasantly-priced and pretty.... Left: Blanket-cover of flowered rayon crêpe with white rayon satin binding. McCutcheon. Crisp crop of sheets (top to bottom): white, scalloped in rose; white, monograms in blue—both Utica fine Combed Percale. Pale blue with white monogram and hemstitching; an all-white one. Bates' Comb-Percale

DRAMA NET PANTIE (P163) With *Ovalette Crotch*. Inch sizes 25-31. Nude, white. About $6.00.
DRAMA NET GIRDLE (G164) Inch sizes 25-31. Nude, white. About $5.00.

Want a touch of smoothing or downright control to keep your hips from being haphazard? Try a Carter's and give them a real trimming! Carter's six-way curve control will sleek thighs, waist, tummie, diaphragm, derriere, and hips if you're getting a little too, hmmmmm, curvaceous!

Such subtle control you wonder if you have one on. Let your favorite store help you select just the Carter's *you* need. They'll have panties, girdles and completes in many weights, sizes, and fabrics. (Nylon power net, for instance!) Prices? Most economical... From $2.00 to $12.50.

Carter's FOUNDATIONS

For Control with Comfort

THE WILLIAM CARTER COMPANY, NEW YORK, CHICAGO, SAN FRANCISCO.
HOME EXECUTIVE OFFICES: NEEDHAM HEIGHTS, MASSACHUSETTS.

CARTER'S SIX-WAY CURVE CONTROL will do a smooth job or a downright controlling job on one, some, or all 6 of the important contour curves of the young figure (whether you're 16 or 60)! Check your weak points—then your favorite store will help you find just the Carter girdle, pantie or complete that is best for your figure.

"ALL THE TRIMMINGS"

Shops feel that if the best man can fly from camp split seconds before the ceremony begins, brides and bridesmaids should find lovely dresses in just that much time. Wedding Production Boards seem to be functioning everywhere. In shops—in regular stock, wedding clothes are to be had at kind prices, in sizes with scope and styles with variety. Short-order or made-to-order, your wedding can be just as you dreamed it—complete with all the trimmings. Herewith a few suggestions.

• Left: Bridesmaid's dress of champagne marquisette (silk-and-rayon) with a bodice of tiny tucks edged in the same rick-rack that bands the skirt; $23. Altman; Carson Pirie Scott
• Right: Red-and-white starched Celanese rayon chiffon with frilly neck-line. Cool as peppermint. $25. Best; I. Magnin

• Left: For Bride or Bridesmaid, white rayon mousseline with big dots scattered on it like lucky pennies; a tiny collar and long bishop sleeves; $23. Saks-Fifth Avenue; Ransohoffs
• Right: Pale blue clouds of silk-and-rayon marquisette with tucks moulding the hips; $20. Lord and Taylor; Famous-Barr

WEDDING MARCH . . . 1942

We know we want to be married.

We don't know how we'll be living—where—or even if we'll be together. He has no promising future—only the uncertainty of the times, tangled and violent. The ambitions he had are ripped out of their frame. When this war is over, he and all his friends will come back, completely dissociated from their old lives. His world has lost its centripetal force, and I must try to be one for him.

Probably our wedding gifts will be stored away in my parents' home, while we make shift with card-tables and weary dishes in a furnished apartment at Quantico...Kelly Field...Pensacola...Portland.... We'll miss one great beauty of being married—creating together a home in its lovely, literal sense—an atmosphere of peace and security, a Complete Life, gracious, sane, full of laughter.

There may not be time for the private traditions that have become US...the boisterous leaf-raking and bonfire in the grey dusk of Guy Fawkes Day...the long ceremony of trimming a Christmas tree...his jokes about my bowling. This is no bright little newlyweds' world of our own. We are, for better, for worse, "involved in mankind."

We know we want to be married.

We won't have much money. Like phosgene gas, inflation slinks around us. I may have to live with my parents or go on working. We'll have to meet the ugly Case of a Woman's Place and a Man's Pride. We will have to become acquainted with scarcity, with fear...to adjust our needs...to walk where we rode before, take one lump of sugar or none...share the suffering of the whole world—and do something about it...maintain the important graces on tax-slashed incomes...work hard, and do it all without heroics.

We know we want to be married.

We are in love. Deeply, unwaveringly. Only real love, not meringue sentiment, can see steadily and see whole the seriousness of marrying now. This love can look ahead to quiet goodbyes at a railroad station...short rations of letters and leaves, with great tundra-spaces of loneliness in between...the delicate problem of separation and faithfulness. I can not forget the lines from "White Cliffs":

"Lovers in peace time
With fifty years to live
Have time to tease and quarrel
And question what to give.
But lovers in war time
Better understand
The fullness of living
With death close at hand."

If he has to go away, the bleak, undramatic business of staying at home will teach me a lot about myself. I must channel off my loneliness...teach English to refugees...be a Nurse's Aide ...work on Braille books for the Red Cross...take a course in political science ...see my friends more often...probe out every lurking resource that's in me. If we have a child while he's away, all the better. It will consume the last shred of my self-pity.

Always, I must remember, sternly, that this is no excuse to go about looking mournful. Across the world are a million women like me, waiting, too ...in Canada...Scotland...Russia...China. I won't be one bit unusual.

Meanwhile, on borrowed time, we'll never slip into an anesthetic routine. Every minute we have together will be precious, each small thing we enjoy will have a fringe of meaning... the foolish duets we sing, in my mongrel alto, his emphatic bass...hikes in astringent October air. (I wonder where we'll be, next October.)... The stillness of city streets on Sunday, with sunshine streaming across Central Park. We are accumulating memories that remain invulnerable—even though we don't have a new car and an electric sink.

We know we want to be married.

Marriage now means more than the love of two people for each other; it means the love of two people for values outside themselves. Working for them, we'll escape our tight, unicellular existences, we'll be too busy to be frightened.

Marriage now means high adventure. All the old patterns are jolted —we're a frontier society again. The slumbering courage that is deep in America is forced alive. We had it when there were prairies to cross, mountains to climb, soil to subdue. It impelled our ancestors to hack railroads across the Alleghenies...follow the timber to Montana...pack up their mahogany highboys in wagons and start to California. It will force us to learn from this catastrophe a resolve we won't forget in the future. I want to be with him, while this new history is being written—and in our hand-writing.

We aren't sure where the wedding will be...beneath the wan electric lights in the office of a Justice of Peace...in a high, shadowed church...in a captain's cabin...or a minister's study. We *know* we'll be there, saying firmly, "I Do. I will."

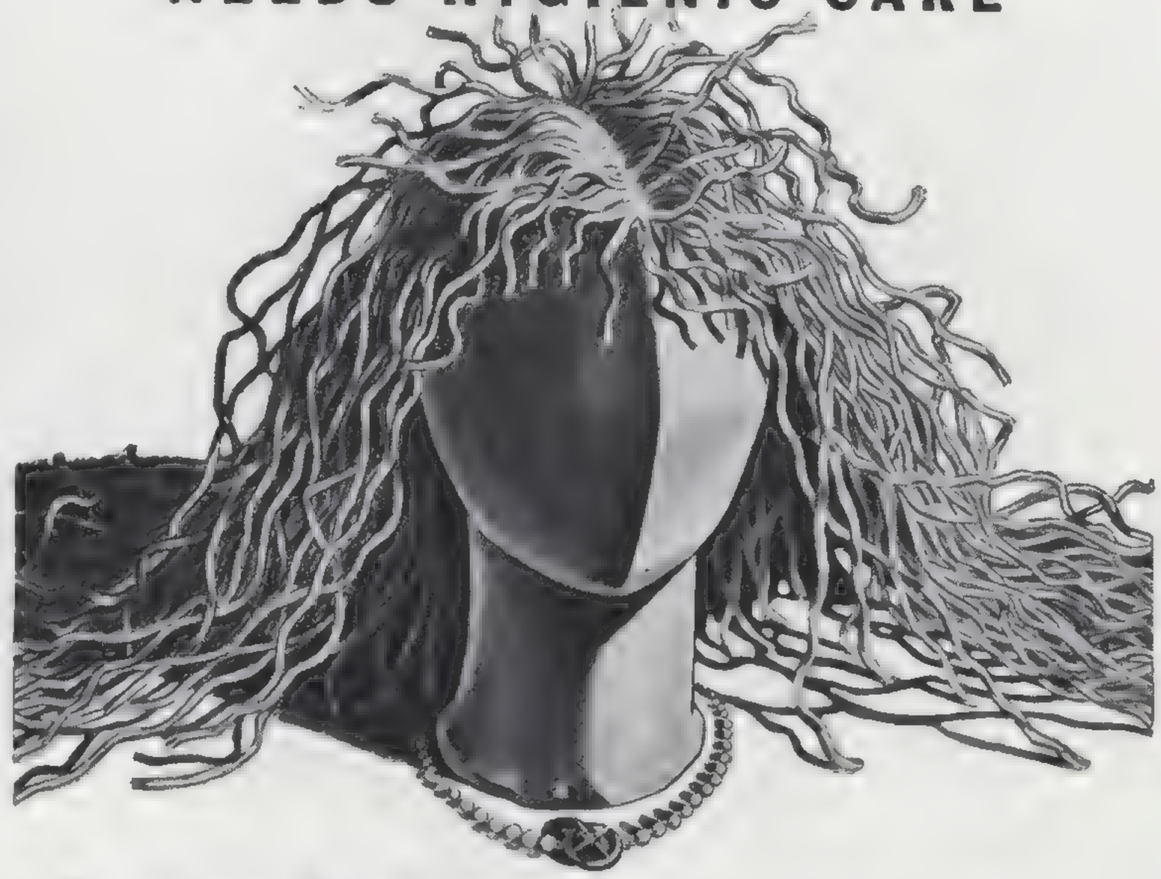
IN BLACK AND WHITE

May 1 Vogue, coming next, will show you City Black, City White...two new ways to look for summer; two of the newest ideas among over forty washable fashions in this issue. To be noted, too—clothes inspired by motifs from Québec; cool cotton lingerie; coloured suits; a wardrobe of Vogue Designs for Dressmaking.

May 1 VOGUE, at Your Newsstand April 24

SHOCKED HAIR

NEEDS HYGIENIC CARE



Parker Herbex INDIVIDUALIZED TREATMENTS

cleanse! massage! stimulate!

● If you have dandruff, if your hair looks dull and lifeless, feels oily or like straw...if it falls out excessively ...if you cannot take a satisfactory permanent...your troubles may be due to *shocked hair.*

What is Shocked Hair?

It is hair that has been abused by one or more of the following: Tonics of high alcoholic content... dust-collecting setting lotions...over-waving...harsh dyes ...bleaching...steaming...excessive wetting...too much exposure to bright sun...improper post-operative or post-natal treatment...or just general neglect.

Why Shocked Hair Needs Hygienic Care

If your hair has been *shocked,* there is no mysterious cure. Common sense tells you that cleansing, rotary massage and specially prepared Herbex stimulants (ointments and tinctures) should help you, if anything can. (In addition you may need medical treatment.)

Try a Parker Herbex 12-Step Treatment Now

The Parker Herbex Treatment consists of 12 stimulating steps...with warm, soothing applications...thorough, skillful massage...a shampoo that leaves your scalp tingling, clean...making your hair manageable, soft and pliable. Hairdressers using Parker Herbex products are ready to give you a *free* hair and scalp examination. Ask *your* hairdresser to give you these sensible treatments. Make an appointment today.

CAN PARKER HERBEX TREATMENTS HELP DYED HAIR?

1. ***Will they improve straw-like texture?***
2. ***Can any treatment remove streaks?***

These and many other questions are answered in the new Parker Herbex informative booklet, "Head First for Beauty." Write for your complimentary copy now. Parker Herbex Corporation, 607 Fifth Avenue, New York City.

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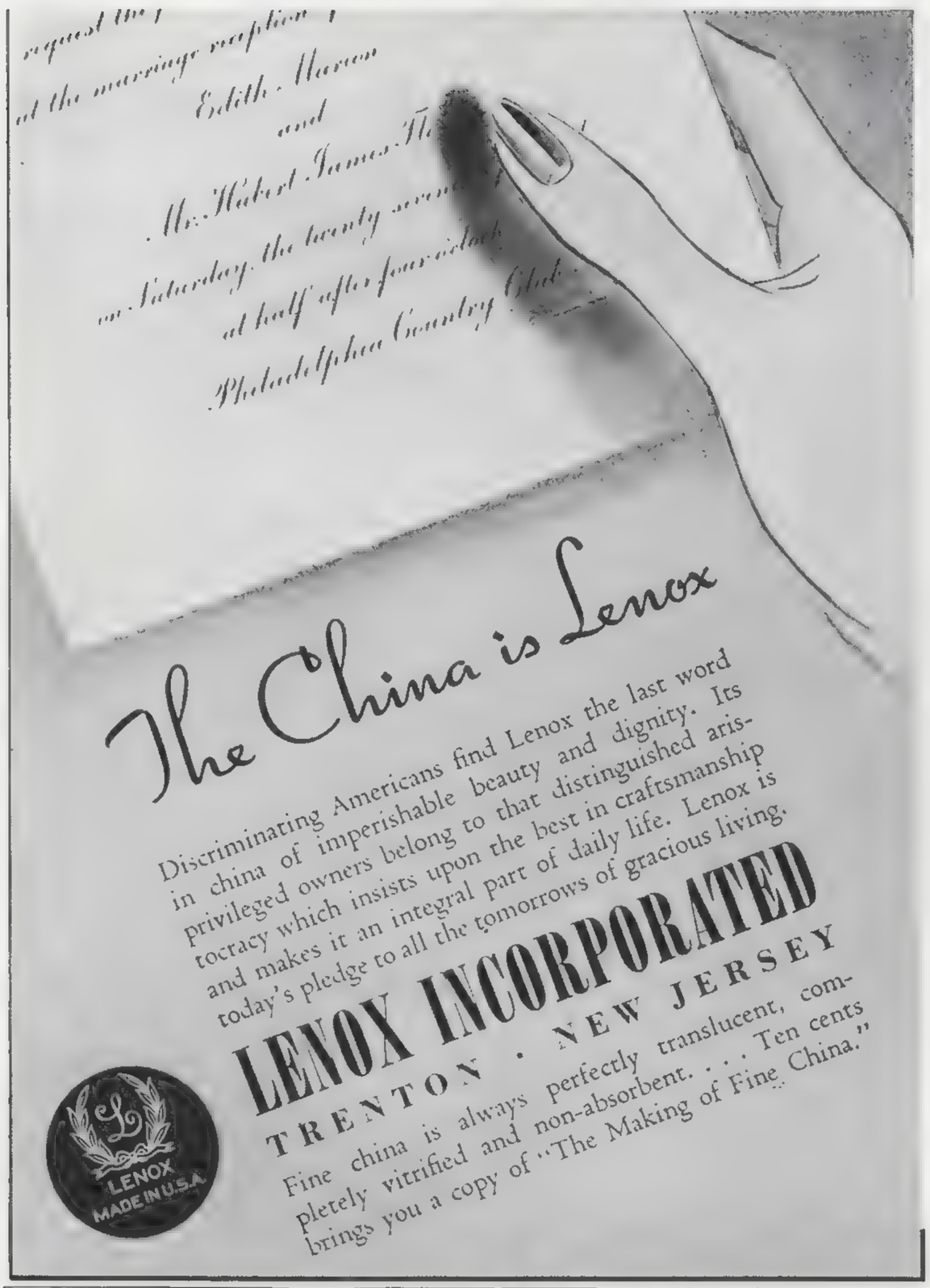
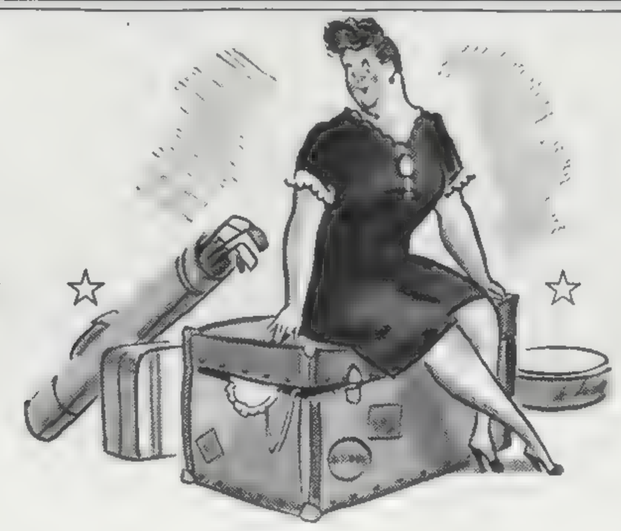
Head first for Beauty with Parker Herbex





☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

Pack Your SARATOGA TRUNK!

"Just plain exhausted?" Then toss your duds into a trunk . . . and head for an early-season visit at Saratoga Spa—and The Gideon Putnam.

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FACTS ON FOOD RIGHT NOW

(Continued from page 80)

Although no more olive-oil can come from France, Greece, or Italy, Spain could ship if she would—but the Spanish Government refuses export except occasionally in exchange for our peanut oil, gallon for gallon. Syria, Turkey, Palestine, and Portugal, however, continue to ship oil by the Suez Canal and around the Cape of Good Hope. Shipping costs and insurance rates are something terrific. A year ago, insurance averaged one-fourth of one per cent.; today it demands twenty-six per cent. of the oil's value. Freight rates have jumped four hundred to five hundred per cent. in ten months. The best olive-oil sells at retail around $6.50 a gallon; last spring, it was $3.75.

Oil from California

Why not crush our own oil? California has olive groves. But most of these groves bear olives to eat. Table olives and oil olives do not grow on the same trees. Oil olives give around thirty-nine gallons of oil to a ton, while fruit olives give only eight to ten gallons; one can't substitute for the other at random, and olive orchards don't grow overnight. This year, California producers of oil olives are in no position to take up the import slack. The domestic oil harvest promises to be the lightest in years—only about half the average yield.

Peanut oil is the coming favourite, bland, faintly golden, excellent for deep fat frying and sautéeing, and it may be used also in pastries and breads. The soy-bean, one of the oldest foods of the human race, yields an oil golden-tinged, slightly lighter in weight than olive-oil, deliciously nut-flavoured, and highly digestible. Originally, this wonderful oil was used principally in paints, lacquers, and soaps. War gives it an honoured and a well-deserved place on the kitchen shelf.

Corn oil, too, makes a good French dressing if the sour side is stepped up to match its heavier body. (The tang of garlic against the body of the oil helps in giving smoothness to flavour.) Because of its excellent whipping qualities, corn oil is good for making mayonnaise.

Plight of the Can

Besides the substitutions, the greatest change in our groceries is in their packaging. Limitations are being placed on such materials as aluminum, Cellophane, and plastics. Tin is to be replaced wherever possible by glass and cardboard. Where cans can't be eliminated, the approximately one hundred and fifty shapes and sizes have been ordered reduced to about ten forms, most of these cylindrical. (Asparagus is one of the few commodities allowed a square container.)

The tin conservation order reads like a counting out game of *eeny, meeny, miney, mo.* This food stays; that food must go. But the final check up shows that enough tin is allowed to pack the major vegetables, fruits, juices, fish, shellfish, meats, and milk to supply our average needs bountifully. But there will be restrictions in tin sizes. Few packs will be allowed smaller than No. 2 and 2½. The next size jump is to No. 10. A few items, such as fruit cocktails and juices, will appear in the tall No. 1 cans.

But We Still Have with Us

But read the lists of foods which canners will continue to pack, and be comforted. Fruit cocktail heads the unrestricted list. Salad fruits get the official O. K. So do peach and pear halves and segments and slices. Never whole specimens; these take too much room in the can. Those who want spiced fruits will have to pay a higher price for the glassed products or can them at home.

Packers of fruit concentrates are happy; no restrictions there. The unrestricted vegetable list includes asparagus, green beans, corn (off the ear), peas, tomatoes, and tomato products, such as paste, pulp, ketchup, and chili sauce. Baby foods, both puréed and chopped styles, will be coming along regularly in cans. But tomato-juice, perhaps because everyone—from children to service-men—finds it indispensable, is the only juice to be packed without restrictions.

No limitation is imposed on packers of fish and shellfish, including salmon, sardines, tuna and tuna-like fish, mackerel, fish flakes, and crab. Certain of these products, however, will disappear from the grocery shelves because of heavy Army and Navy purchases. For example, medium red salmon. The Government is taking the entire salmon catch and much of the tuna. Many stores are out of tuna now, and prices are hiking.

And some foods have still further restrictions. Consider the soups. Condensed soup, for example, is permitted up to one hundred per cent. of the 1941 pack, while all other soups, broths, and chowders are limited in quantities until this June 30, and after that there will be no more ready-to-serve soup, only the condensed kind.

Out of Tin Into What?

The tin situation gives new impetus to the frozen food industry. Look to see quick frozen cooked pork and beans and soups and other ready prepared foods, such as Chicken à la King. If you can't get them in cans, you can get them in paper. There is nothing novel in this cooked frozen food idea, as it has already proved worthy on the West Coast.

Frozen food lockers are ready to do their part in food conservation. These were being installed at the rate of fifty a week until the recent restrictions in materials limited supplies for new units. Today there are about 4,100 community locker plants in forty states. Over a billion-pound pack of food is expected for 1942. Frozen locker method of preserving foods keeps fruits, vegetables, and meats fresh the year around, a method of preserving that shows promise of outmoding the long-drawn-out, expensive and laborious home canning.

Dinner Dehydrated

Foods are taking new forms. They come as shavings, powders, chips, crystals, shreds, stream-lined for space efficiency, packaged in envelopes. That brownish stuff with water added is a delectable apple sauce, those golden crystals make lemon-juice. That daffo-

FACTS ON FOOD RIGHT NOW

(Continued from page 104)

dil dust will make a proud and lofty omelette, for that's the powdered egg.

Order dinner dehydrated. Get a packet of soup powder, one of dried egg, a vegetable in flakes, a fruit for dessert, and dried milk—slip it under the flap of your purse and be your own delivery boy.

In the past, egg powders and dried milk have sold retail only to those stocking larders for camping trips. Now these items are important in our commitment to England to furnish twenty-five per cent. of her protein requirements this year. When the war ends, American plants dehydrating eggs will be geared to such a production level that, by operating only in the spring months, they can supply all the commercial needs of the United States, and have egg powder left over for the home-maker's use. And it is such a handy stuff once you get used to it, the prediction is that egg powder moves in to stay.

So it is only good sense to "unwater" foods and let the cook supply the water when needed. Savings in space and weight are really fantastic. One hundred pounds of flaked carrots, for example, restored in two hundred and fifty gallons of water will serve a crowd of 8,800 hearty eaters. One hundred pounds of flaked cabbage plus two hundred gallons of water makes 9,600 servings.

These new foods are a different breed entirely from those turned out during the World War. Dried foods used then, and in the Civil War and the Boer War, tasted like stewed sin. The stuff was often soggy and queerly coloured and had a bad name. The present-day products, when restored, taste like their originals; they have the same colour, the same fresh-from-the-garden odour. Some of them even bear the same resemblance in shape.

Dried Perfectionism

Today there is a list of over one hundred dehydrated foods available. Soup mixes predominate, totaling over forty kinds. Everything from consommés that jell when chilled, to such a glamour dish as Boston black bean soup.

The Government buys the bulk of the dehydrated fruits and vegetables. But potato shreds to turn into a fluffy bowl of mashed potatoes in seven minutes flat is a popular retail item. Lemon and lime crystals are used for home bar service. The powdered and flaked onions, parsley, mint, and celery are liked by cooks who use them as seasoners. Directions for most of these foods read "add hot water and serve," or "add water and cook for five minutes."

It is generally conceded that foods lose none of their caloric value in drying, probably none of their protein or minerals. But vitamins are less stable and nutritionists and dehydrators are in constant argument over vitamin retention. It is everybody's worry. First because vitamins are important to health, and also because conditions which destroy vitamins also kill flavour. Now the fact seems fairly well established that, by clever technique, a food can lose its water and keep its vitamins, too.

America Makes the Cheese

Foreign imports cease, but America's food factories turn out products in duplicate. Fanatic cheese-lovers bemoaned the loss of the Continent's cheese. Cheese makers did a double scurry to perfect satisfactory substitutes. Production of foreign-type cheeses has increased over one hundred per cent. in one year. Now virtually all the fine cheese types of Europe are made in America.

Nokkelost, spicy of cinnamon and clove, takes its bow. There is the Hollanders Leyden loaf, scattered thick with caraway. The Middle Western Bleu Cheese achieves a new importance by the halt of imports from Denmark and France. No more French Roquefort—Bleu takes its place, being made by a similar process, but with cows' milk instead of the milk of the goat. Holland Edams and Goudas are imitated successfully. So is the Italian Bel Paese. But the Wisconsin "Brie" cheeses are so good that they stand on their own prestige.

Enriching the National Defense

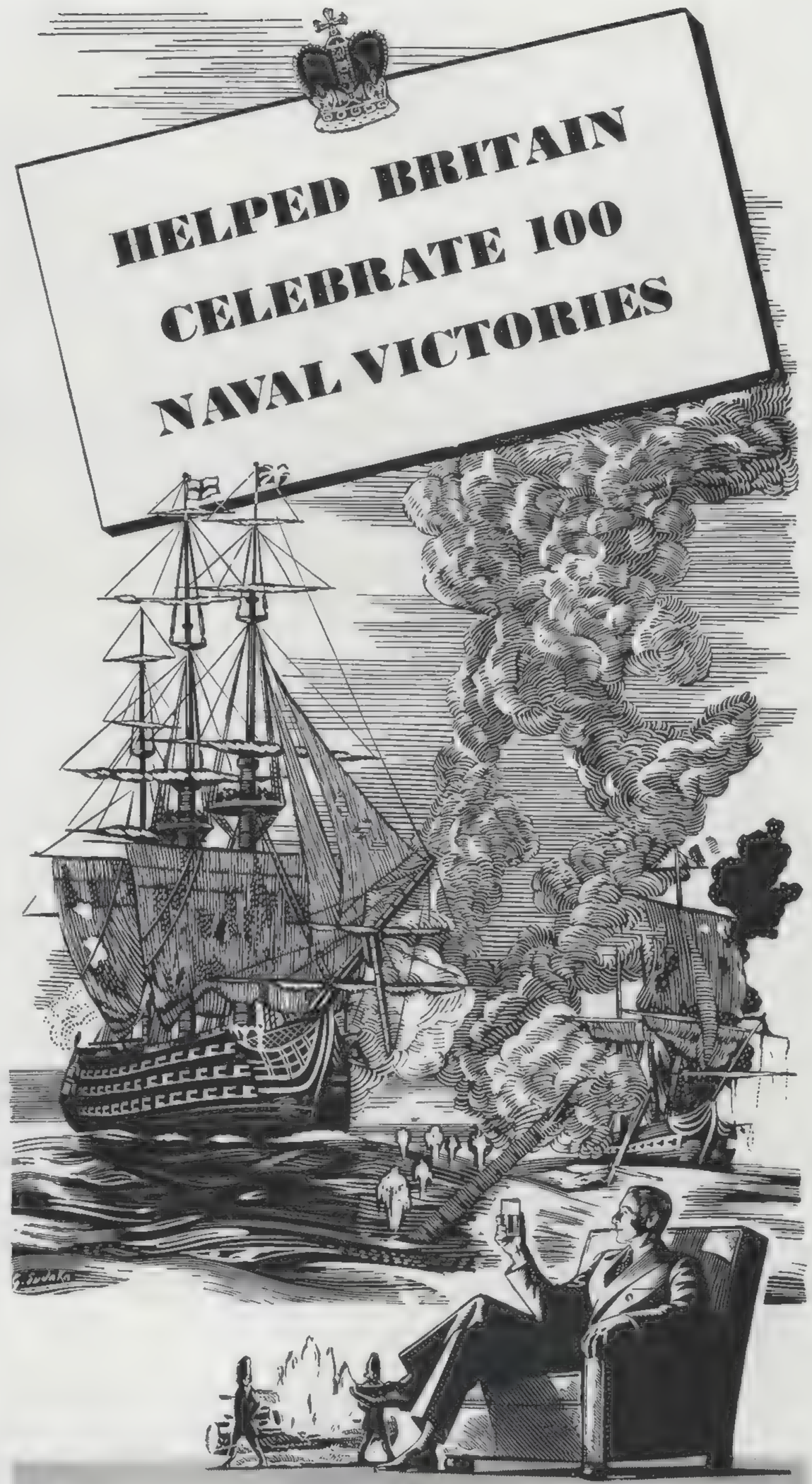
War may turn our food world topsy-turvy, but the upheaval has advantages. As part of our all-out defense, we are making the most exciting dietary shift the nation has ever known. The defense emergency has advanced our knowledge of nutrition a half a century in a single year.

One of the historic events of the war is the setting up of the national nutrition yardstick to use as a guide to improve the food habits of the nation.

Vitamin research is on the march. At prodigious cost, 50,000 factories in our $15,000,000,000 food industry are vitamin-fortifying their products, and five hundred food laboratories are concentrating on better knowledge of the vitamin.

The Government is cooperating with industry to change hidebound food habits. Enrichment of our daily bread was the first important step. Now you can get vitamins in nearly every food you buy. Vitamins have been restored to foods depleted by refining (white bread the outstanding example). Vitamins have been put into foods that never had vitamins (and, as some believe, shouldn't have them now). But there they are in coffee, gelatine, peanut butter, egg noodles, spaghetti, malted milk, margarine, carbonated waters.

But more important than commercial enrichment is the work being done to translate the science of nutrition into laymen's language. From World War I. came a new appreciation of aviation and radio. World War II. promises a new understanding of the science of eating, promotes the desire to make America strong by making Americans stronger.



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BE HAPPY WITHOUT A SERVANT

By Mary Toomey

My servant has left, and I couldn't replace her if I would. But I wouldn't.

She came to me one September day with tears in her eyes. She needed more money, but knew we couldn't afford to increase her pay. Increase it? Indeed, we could hardly afford to maintain it. Taxation has put seven league boots on the cost of living.

I put sentiment aside. It was hard because Sarah had been like one of the family. But she needed more money, and we couldn't afford it. I dialed one agency after another with more decision than I felt. Clipped or drawling or foreign voices—they gave the same answers: "It's hard to get anyone these days. They've gone into defense, but we'll do our best for you."

Later that day, I talked with the results of the agencies' best efforts. I had a number of questions to ask, but, to my chagrin, discovered that I was the one who was being interviewed, not the servants. Did my maid have a private bath? How long was her rest period in the afternoon? How early could she get off Thursdays and Sundays? Were the children likely to bring in friends for lunch? Did we entertain often—how often and how many guests?

As I listened, my blood-pressure began to rise. I should have to economize rigidly to meet their demands, and to what real end? Suddenly I made my decision. I would hire none of them, work a little harder, lighten the load of the budget, revamp my life, and get fun out of it, too. At the mere thought of it, freedom began to blow through my soul. It is still blowing.

A Voyage of Discovery

With that decision, I set out on a voyage of discovery—less exciting perhaps, but no less satisfying than Columbus' discovery of America. I've been six months without a maid, and in that time I have discovered my own kitchen and a richer life. My problems are not too simple—a nine-room house and large rooms at that—two children, ages four and six, an invalid mother whom I visit frequently, and the task of driving my husband to the station daily and my little girl to and from school.

I had no intention of giving up my writing, it is too satisfying for that; nor our other diversions, which my husband and I have made for ourselves because we are children of the depression and a maid has long been our only real luxury. Night-clubs and theatres and elaborate entertaining have never been included in our budget. Three or four years ago we took out our college histories, supplemented them by large volumes from the library, and set about filling in the background of this world in which we live, with its wars and revolutions and threats of destruction to the very spirit of man. I began to keep a chronicle for our children when they will have grown up and may be interested in a personal record of the chaotic world in which we lived. As our world may be entirely changed, the journal may satisfy their curiosity about our way of life. Besides this hobby, I frequently review fiction. These things must not go, I thought.

Here were my problems then. I set them down on a large sheet of paper and made out a schedule. That always gives me the illusion of efficiency. But this schedule was to be more than illusion. It would have to work.

To fit everything in and give my usual time to the children, I should have to find a day worker who could take over the heavy chores, the laundry, and cleaning. I found a competent and intelligent woman to come two days a week. When she comes, I am free to go where I will.

I can give one day to Red Cross, and, if endurance holds out, put in an appearance at a war-relief tea. I can lock my bedroom door, put cream on my face, and take magazines, books, and myself to bed for the day. It is no small pleasure at the end of the day to find the children bathed and tucked into bed, a drawer full of gleaming shirts, shelves of fluffy towels, polished wood and shining brass, and, best of all, no complaints.

I pay her more than the average day worker, but adding her wages to the dollar an evening I pay a college student to stay with the children if we go out, I am still well under Sarah's wages, and they never included laundry. But the real economy is in the downward curve of the gas and electric bills; the saving on eggs, butter, cream; the reduction on oil, now that we no longer have to heat the third floor.

Cooking Is Fun

I had to brace myself sternly when I took over the cooking. I have been taught by a mother who believed more in training the head than the hands, and though I can sew a fine seam and manage the children, I am a mere novice in the art of cooking. I had to my credit normal intelligence and a cook-book. Combining the two, I discovered that cooking is not only not hard, it is fun. I have already learned a few short-cuts. I buy my vegetables twice a week and prepare them while they are fresh and tender and easy to do. I slither three pounds of string-beans with that remarkable little gadget called the Bean-X, and store them in two freezing trays of the refrigerator. Guarantee against panic at the arrival of an unexpected guest.

One day I prepared, with great care, a tomato sauce. How silly that was when a heated can of tomato soup flavoured with basil and tarragon makes a delicious sauce and is ready in less time than it takes to tell about it. Layers of noodles and tuna-fish and canned mushroom soup baked together in a casserole takes but a jiffy to prepare, and it is tasty and inexpensive. Served with a cream sauce of fresh mushrooms, white wine, and two pinches of tarragon, this dish goes into the gourmet class.

There is a sense of creation about cooking, and no end of satisfaction in seeing plates left clean and bare. Washing dishes my way is simple. I apply the shower system. It's quicker, cleaner, and easier on the nail polish than a dishpan. As we have an artesian well, I need not worry about a water meter, but even if I had to, I should still use the shower system and save on soap powder. (Continued on page 108)

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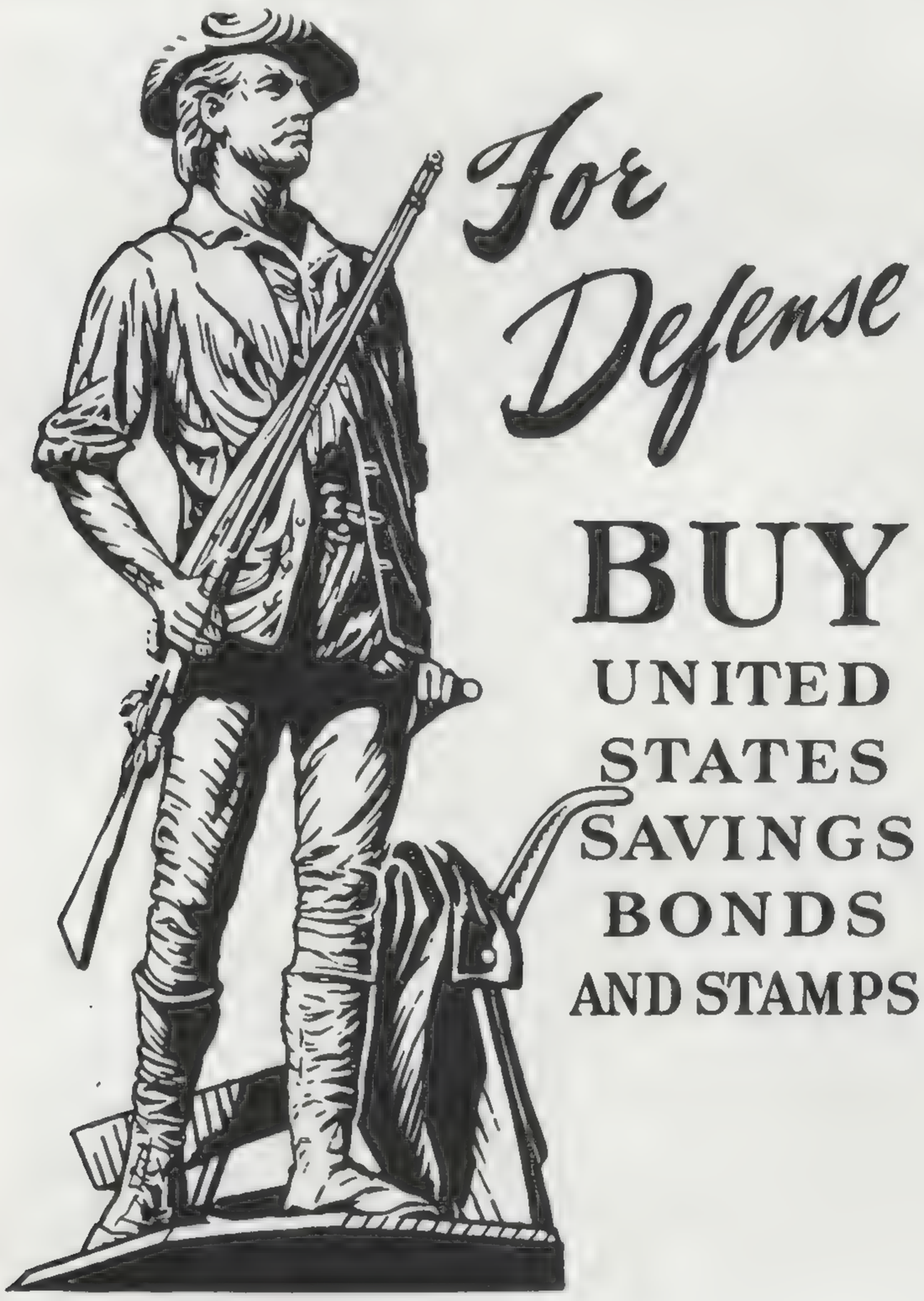

BE HAPPY WITHOUT A SERVANT

(Continued from page 107)

There have been other discoveries besides the fun of cooking. Now that I have stopped rushing about, a sense of quiet has entered my spirit, and I have begun to recapture quiet joys. While the children rested one afternoon last week, I turned to Wordsworth for companionship. Why had I overlooked this pleasure these married years? It must have been that a bridge club, woman's club, garden club schedule not only crowds the hours, but quickens the tempo, and *Tintern Abbey* can not yield its fruit in an atmosphere of high speed. I reminded myself of Chaucer's lawyer who seemed "busier than he was."

Each morning after my chauffeuring is finished, I give two hours and a half to putting the house in order and preparing vegetables, salads, and desserts for the day. This done, I need only fifteen minutes to prepare lunch or dinner. Our meals are simple, or they would take more time than this, but we like them simple, and so does our doctor. Orange-juice, prunes, hot cereal, eggs, toast, coffee, and milk—this is our breakfast. It takes only thirty minutes, and some of these minutes go to tying a hair-ribbon or buckling a sandal. Our dinner at night is much like lunch, except that we add a salad to broiled meat, two vegetables, a cooked fruit or a pudding. Occasionally we have pastry, which I always buy. I never try to compete with home or French pastry shops. It takes time and money to bake in the house, and is no saving unless your family is very large.

I begin and end my day at seven-thirty. I have too much Puritan blood not to get satisfaction in going back over a day where hours have been fruitful, and body, mind, and soul have worked, rested, and exercised. It is because of this Puritan heritage, I suspect, that I can not enjoy leisure unless I have earned it.

First Aid for the House

These are difficult days. Besides keeping body and soul together, anyone worth his salt is straining to the bone for defense and Red Cross work; five, sometimes six hours a week go towards these ends. But the week-end or part of it, I plan ahead to serve as a complete break from the daily routine. There are usually household jobs to be tackled. We white-collar people know that if we are to survive at all, it is only by a fixed determination to maintain our standards by learning to do manual work ourselves. By means of an invaluable book, *First Aid to the Ailing House,* we have managed to keep painters, plumbers, and carpenters away from our doors, except in cases of major emergencies. It is this book that showed us how to cement linoleum on the walls and ceiling of the study, how to scrape floors, dye broadloom carpeting, weather-strip doors, and refinish furniture. This book is an economy and the open door to pleasure that comes from making things you are to use.

Spring and summer are coming over the hill. Screens and summer furniture must be reconditioned. That job, once given to someone else to do, will now be ours. And I thank the Lord that it will. There is no better cure for war jitters than elbow-grease. Old clothes, a can of paint, and hard work put together on Saturday guarantee a fresh start on Monday. And say what you will, it is far easier to plan and do these things without the need to consider the rights and wishes of a servant.

Aside from the freedom gained by not having to consult a maid much of the time, I find that the new régime is good for the family's character. My husband picks up his newspaper now and puts away his shaving cream. The children air their own beds, hang up their clothes, and put away their toys. They are really nice people—they thought of these things themselves. The hardship of doing without a maid has become a short-cut to training the children. And, by the same token, what I expected would tie me down, has set me free.

I am free to sit down at my desk without hearing a voice announce that the grocery order hasn't come or that we need a new garbage pail. I am free to reverse my mornings without disturbing anyone. If I like, I can go to my desk when I am fresh and turn to the housework when my brain is tired. I no longer need to reckon with another personality nor to suffer when guests linger over a cocktail and I know the kitchen clock is being stared out of countenance while Sarah waits for us to come to the table. We can sit over our sherry before dinner and discuss whatever we like for as long as we like. This is freedom.

Freedom without a Maid

It is pleasant to run a household to suit the family without being tied to an inflexible system. Order is necessary to well-being, but sometimes it exists only to be broken and then reestablished again. We can boil dye on every burner any Saturday we like and not interfere with the baking. We can have dinner in bed by means of a chafing-dish, a salad bowl, and a tea-wagon. We can have tray lunches and breakfasts, too, out-of-doors or upstairs or downstairs, depending on our mood and the weather. Trays make a novelty out of what is prone to become a dull routine, and they save endless work.

No tray was big enough one autumn holiday when there were nine of us for lunch—five children and four grown-ups. We used the express wagon for round steak in rolls, a double-boiler of hot peas, another of mashed potatoes, a thermos jug of ice-cream, and a pitcher of milk. As I watched Billy draw the steaming lunch down to the lower end of the garden, I thought what a blessed relief not to have faced Sarah with word that there were to be nine for lunch.

I experienced another moment of satisfaction and relief when I went to a luncheon last week. Of the six women there, four had two children apiece and houses no larger than mine. Through three courses they bewailed the servant problem, while the blessed air of freedom blew through my soul. Once I should have joined in the conversation—now it seems pointless. Finally the subject changed to books. Only one woman there had read any of the fiction we mentioned. "How do you find the time?" they asked, and I answered truthfully, but a bit paradoxically: "By not having a maid."

LESS OLIVE-OIL FOR SALADS

By Marion W. Flexner

While it can not be denied that pure virgin olive-oil imparts a subtle flavour to salads that can not be duplicated, we should not be too upset if this product is taken off the market.

Fortunately, we have developed substitute oils that make excellent salads, oils which are entitled to a place on the kitchen shelf by virtue of their own excellence. Cottonseed, corn, or soya-bean oil can be used to advantage in making mayonnaise or French dressing, especially when combined with certain condiments, herbs, and seasonings.

Powdered mustard and paprika, fresh lemon- or lime-juice, apple cider, malt, wine or herb vinegars, a dash of tabasco, a bit of Worcestershire sauce and ketchup, onion-juice and a soupçon of garlic, small amounts of tarragon, marjoram, or other pot herbs, all add piquancy to the most bland salad dressing.

Melted butter, chicken fat, and Philadelphia cream cheese may be substituted for oil, and, if one doesn't have to count calories, whipped cream, both sweet and sour. The latter makes a tasty topping for fresh fruit salads.

In our own family, there is a treasured recipe known as "dressed cucumbers." This requires no fat or oil of any kind, the marinade being made of apple cider vinegar, water, black pepper, sugar, salt, chopped green onion, and green peppers.

In the Deep South, a boiled mayonnaise made of eggs, butter, vinegar, cream, et cetera, is often preferred to that with an oil foundation. This is especially delightful mixed with shredded cabbage or sliced cold potatoes, or used with fresh fruits in frozen salads or aspics.

Here are some wartime salads that do not require any oil at all, and several dressings made with cottonseed or corn oil.

Old-Fashioned Wilted Lettuce or Spinach Salad

½ lb. of Leaf or Bibb lettuce, or crisp young spinach
4 Slices of crisply fried bacon
1 Hard-boiled egg
1 Teaspoonful of salt, or more to taste
Bacon drippings or melted fat (about four tablespoonfuls)
⅓ Cupful of wine or apple cider vinegar
1 Tablespoonful of sugar, or more to taste
1 Teaspoonful of grated onion, juice and pulp
A dash of red pepper
A dash of black pepper

Wash lettuce or spinach well, removing all grit or dirt, and let stand twenty minutes in a bowl of ice-water. Drain on a towel and shred into a bowl. Add onion, crumbled bacon, and riced or finely chopped egg white, salt, pepper, and sugar. Mix with two forks.

To make the dressing, mash the egg yolk with a fork. Slowly add to this the hot vinegar mixed with the hot bacon grease. Pour over the greens. Mix again with the forks and correct the seasoning. Serve at once in individual saucers or bowls.

Dressed Cucumbers

2 Cucumbers, peeled and sliced thin
6 Spring onions
½ Cupful of apple cider vinegar
1 Tablespoonful of sugar, or more to taste
1 Tablespoonful of chopped dill, chives, tarragon, or other herbs in season, if desired
2 Tablespoonfuls of chopped parsley
1 Chopped green pepper
½ Cupful of water
1 Teaspoonful of salt, or more to taste
¼ Teaspoonful of black pepper

With a fork, mix green pepper, finely diced onions, cucumbers and parsley, and herbs in season. Pour over them the vinegar and water mixed with the other ingredients. Correct the seasoning.

Put in a glass jar with a tight-fitting lid and set on ice to chill thoroughly before using. The cucumbers will keep several days in the ice-box.

Variation: Drain the marinated cucumbers. Mix with a cupful of thick sour cream before serving.

These cucumbers are a nice side dish with thick soups or stews, roasts, et cetera.

Beet Salad for the Hors-D'œuvres Table

1 Can of shredded beets (or 2 cupfuls of shredded boiled beets)
¼ Cupful of prepared horseradish
1 Tablespoonful of white sugar
Salt to taste
3 Tablespoonfuls of wine or apple cider vinegar
1 Tablespoonful of brown sugar (rounded)

Mix all ingredients, place in a bowl, and chill thoroughly before serving. This salad is also delicious served with cold meat instead of the more usual slaw.

Watercress Salad with Cocktail Sauce

This is also delicious with meat. Washed, chopped, crisp watercress is piled into cocktail glasses or individual saucers or bowls and topped with a tablespoonful of the following:

2 Tablespoonfuls of lemon- or lime-juice
1 Tablespoonful of prepared horseradish
¼ Teaspoonful of salt, or more to taste
½ Cupful of chili sauce
1 Tablespoonful of Worcestershire sauce
A dash of tabasco

Mix well and keep on ice in a covered jar until ready to use.

Slaw with Boiled Mayonnaise

Shred one small head of green cabbage very, very fine. There should be about two cupfuls. Put in a bowl of ice-water and let stand twenty minutes. Drain. Pat dry in a towel and mix with the following.

Boiled Mayonnaise Dressing

2 Well-beaten eggs
1 Tablespoonful of flour (rounded)
¼ Cupful of apple cider vinegar
3 Tablespoonfuls of sweet or sour cream
¼ Cupful of water
½ Teaspoonful of dry mustard
1 Teaspoonful of salt, or more to taste
1 Tablespoonful of sugar, or white corn syrup

To the well-beaten eggs add flour, mustard, salt, and sugar or syrup. Beat until smooth and creamy. Slowly add water mixed with vinegar. Pour into a saucepan and set over a low flame, stirring constantly. Let cook until thick. The mixture will lump, but do not be discouraged. Take the pan from the stove and *beat* and *beat* and *beat* until smooth once more. Add cream and correct the seasoning.

Mix with the drained shredded cabbage. Set aside to cool. Serve with ham, roast pork, or any dish where slaw is indicated. The cabbage should have plenty of dressing and should not be dry.

This dressing is also very good mixed with seasoned boiled potatoes, or served cold with sliced tomatoes, or used in fruit salads or aspics.

(Continued on page 110)

"What! A New Fur Coat?"
"No, Not New! Just
ReVitalife
CUSTOM FUR CLEANED"
SHADES of Alladin! Revitalife Custom Fur Cleaning is modern magic that **transforms** furs time and grime have made drab. It makes them soft, alluring, cuddlesome. Weatherproofs them, too — without extra charge. The Revitalife tag, lock-sealed to your coat guarantees "Brand new" fur beauty.
ReVitalife CUSTOM FUR CLEANING
AT LEADING DEPARTMENT STORES AND FURRIERS Everywhere
FOR DEALERS NAME WRITE REVITALIFE • 37TH AND IRON STREET • CHICAGO

AVIATION PINS
for that up-to-date air
B
Two smartly decorative pieces of *precious* metal . . . "on the beam" of today's most absorbing interest. Sleekly fashioned in sterling silver by Ballou craftsmen. At leading jewelers.
B. A. BALLOU & CO., INC.
Since 1868 • Providence, R. I.

NEW LIP-RAGE "Patriot Red"

Glorifies Lips With Exciting Beauty!

If you want a *real* lipstick thrill—just try ANGELUS "Patriot Red"—one of the most devastatingly beautifying youthful *clear* reds ever conceived by the House of Louis Philippe. *So different!*

Amazing Lipstick Value

If you've always thought a Louis Philippe ANGELUS Lipstick too expensive for you—just listen! Now for a mere 49c you can get the same high quality ANGELUS Lipstick as in the costly de luxe size. The same gorgeous fashion shades.

You get the same *special* creme base which makes ANGELUS go on so smoothly—makes it stay put so long without drying on the lips. Yet ANGELUS never appears *greasy*.

New size ANGELUS only 49¢ plus Federal Tax

No wonder Louis Philippe Lipsticks have been used for years by so many famous actresses and best dressed women!

For *complete* matched makeup use

Louis Philippe

ANGELUS LIPSTICK-ROUGE-FACE POWDER

LESS OLIVE-OIL

(Continued from page 109)

Cooked Celery Salad

For each person allow one head of table celery. Wash well, but do not separate the stalks. Boil until tender in well-seasoned chicken broth. Drain and set on ice to chill. Serve on a side dish with the meat course, garnishing each stalk of celery with a strip of green pepper, one of pimento, and a whole anchovy fillet (if any are still left on the market).

Serve with the following salad dressing.

Piquant Dressing

This makes about a pint of dressing.

¾ Cupful of salad oil (cottonseed or corn oil)
½ Cupful of malt or apple cider vinegar
1 Teaspoonful of dry mustard
¼ Teaspoonful of paprika
1 Tablespoonful of Worcestershire sauce
6 Drops of tabasco
2 Teaspoonfuls of salt, or more to taste
1 Tablespoonful of sugar
2 Tablespoonfuls of ketchup
¼ Teaspoonful of black pepper
1 Tablespoonful of grated onion-juice and pulp, or 1 lump of sugar rubbed with a pod of garlic until all has been absorbed.

Mix dry ingredients. Add a bit of oil slowly, then add vinegar, stirring to keep from lumping. Add rest of ingredients and beat with the rotary egg-beater until well blended. Correct the seasoning, and bottle. This will keep indefinitely in the ice-box.

One of our friends has an old crockery teapot that she insists has never been washed for the past thirty years. It is always filled to the brim with French dressing, and she adds to it constantly, but never quite empties the pot. If you ask for her recipe, she says it is quite impossible to give it since the original concoction was made by her grandmother. However, the above should approach it pretty closely.

Variation: A tablespoonful of freshly chopped or dried garden herbs may be added to the above dressing for a change. This is especially nice with a green salad or, in the language of our old Negro cook, "a shake-up salad."

Hearts of Lettuce, or Endive with Russian Dressing

Arrange the lettuce or endive on salad-plates and pour over the following:

5 Tablespoonfuls of ketchup
5 Tablespoonfuls of corn or cottonseed oil
1 Tablespoonful of apple cider vinegar
1 Green pepper, diced
1 Pimento, diced
1 Teaspoonful of powdered sugar
Salt and pepper to taste

Mix well before using.

Hot Vinaigrette Sauce for Boiled Green Asparagus

Arrange asparagus on salad-plates or side dishes and pour over each portion some of the following dressing:

1 Teaspoonful of salt, or more to taste
¼ Teaspoonful of paprika
¼ Teaspoonful of black pepper
1 Tablespoonful of chopped dill pickle
1 Tablespoonful of chopped parsley
1 Hard-boiled egg, riced
1 Tablespoonful of chopped pimento
1 Teaspoonful of chopped chives, or green onion tops
1 Tablespoonful of tarragon vinegar
2 Tablespoonfuls of apple cider vinegar
6 Tablespoonfuls of cottonseed, or corn oil
1 Tablespoonful of chopped green pepper

Mix well and heat in a double-boiler before serving. This dressing may also be served cold, if preferred.

for exquisitely youthful lines

Enter into a wise pact with the dainty "IT" Bra to keep your figure exquisitely youthful. This garment has the exclusive CONTROLLED UPLIFT which permits separate cup adjustment, up or down, and the adjustable fit-for-size back. These remarkable features assure perfection in fit and comfort for you.

In all sizes, small, medium, large...from $1.50 at better stores, or write

Always TRE-ZUR Lovely underfashion

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222 WEST ADAMS STREET • CHICAGO

CANCER CAN BE CURED!

This is the welcome message your dollar will bring to thousands of cancer sufferers in 1942. Help us carry on the fight.

Enlist in your local field army now.

Buy package labels today.

If you live in the Metropolitan Area, address the New York City Cancer Committee, 130 East 66th Street.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER
New York, New York

Photograph of Mrs. C. D. Wells, Ft. Worth

"I lost 3 lbs. a week for 4 months!"

FROM 170 down to 118 lbs. eating AYDS Candy, wear size 14 again, says Mrs. C. D. Wells, Ft. Worth.

Fat girls don't look good in bathing suits. You too can lose ugly pounds and have a graceful, more slender figure. AYDS Candy contains necessary nutrients and vitamins A, B1 and D that may be deficient in the diet. It dulls the appetite and makes reducing easy and practical. . . . Backed by a $1,000 purity guarantee. SATISFACTION GUARANTEED. . . . Let us tell you about our guaranteed plan for losing weight. Learn how some lose up to 5 pounds a week.

Only $2.25 a box (104 pieces). Satisfaction or money back on first box. For sale by leading department and drug stores. Your dealer has AYDS or can get them for you.

THE CARLAY COMPANY
160 E. Illinois St., Chicago, Ill.

Ayds

Vitamin Fortified Candy

TAKING STOCK ON STOCKINGS

At least stockings are not boring anymore. There's more excitement and change and variety and surprise in our stockings now than there has been in twenty-five years. (With the brilliant exception of nylon and colourful stockings, new these past two years).

Beautiful, our stockings were. Gossamer they were. Poems of achievement in the industry they undoubtedly were. But exciting?—well, no. "Were," and the past tense, is still a little too nostalgic. Lovely American silk and nylon stockings still exist, and in some quantity. But already the future tense is seeping into the present. Already the present is trying to supplant the past.

And with what? With our plentiful cotton. With our chemically-concocted rayon. And with our vast and cheerful ingenuity.

It's the third factor, really, which will turn the first two from ugly ducklings into swans. It's the third factor which is making priorities on stockings a fashion impetus to the industry.

New Developments

Already we have developed a stocking from cotton which has nothing in the world to do with the orphan-asylum variety of cotton stocking. It is as sheer as a silk stocking. It has been knit with great care. It has been coloured with great taste. And it has a mat-surface which is infinitely flattering to the legs.

We are making stockings from cotton in a variety of meshes and coarser weaves and ribs for country wear; for working wear; for wear with the sturdier kind of town costume. And certainly, as a question of taste, they are more apt to that kind of wear than a one-thread silk or nylon stocking ever could be.

We grow very little of the long-staple cotton which makes the sheerest of cotton stockings—lisle. That always was imported from Egypt. But what little we have, is making stockings of great clarity and charm.

Spun nylon, which is a by-product of the nylon thread which the Government now needs, is being knitted into stockings for sports and heavier kind of wear. This makes a stocking that looks like sheer wool, and is particularly smart with tweeds and flannels.

Constant experimentation, and giving the yarn a higher twist and special finishing, have taken the old shiny, sleazy look away from rayon stockings. And they are now having all the care lavished on them that used to be reserved for only the most precious of our silks, the finest of nylon threads.

Besides all this variety in yarn, in knit and in surface texture, colour is a factor in the stocking fashion. Colour was introduced a few seasons ago to lift our silk and nylon stockings out of the doldrums. And with fashion acceptance, it gives some more sugar-coating for the change which priorities has brought.

Spring Colours

There will be a great love of "natural" colours in clothes, this spring, and cotton stockings are being knit to follow suit. The creamy, unbleached shade of natural cotton looks distinctly new, and couldn't be smarter with suits of all colours. Most of our stockings, in cotton and lisle, will be in the dyed "natural" shades, the beiges and neutrals which are perhaps the easiest to wear.

But, in spite of the growing shortage of dyes, the stocking manufacturers have been allowed by the Government to use a few bright and darkish shades. Bright pink, for instance, to wear with all-black or navy-blue. To wear with all-beige. These colours can be worn to contrast strongly with the costume, or to match subtly or exactly.

Making Them Last

Stockings of rayon or cotton need more care than silk and nylon stockings. They must be washed carefully, after each wearing, in the mildest of soaps. They must be thoroughly dried, and allowed a longer time in which to dry. The rayon thread is especially inelastic while wet or damp. Use a depilatory frequently on your legs—as stubble from shaving is apt to prick the stocking. And the new stockings should be rolled on carefully, with ringless hands.

Mesh stockings of all yarns are more elastic than plain knits. And the highest-twist stockings of all fibres have the greatest elasticity. It is the highest twist, too, which gives the stocking the greatest clarity and apparent sheerness.

As so often happens when you get jolted out of security—the new that has to be invented as substitute, often proves more adventurous, much more fun. And you wonder how you ever allowed yourself to get so static, about the old and unadventurous. You might find stockings a case in point.

THE UNITED NATIONS

In May 1 Vogue, our next issue—a Covarrubias painting of the United Nations...Walter Millis, famous author of "Why Europe Fights," will discuss their world significance. In addition—Sir Thomas Beecham will give his witty, off-the-record views on Women and Music. Bruce Hutchinson, Canada's noted political reporter, will write about people of old Québec.

May 1 VOGUE, at Your Newsstand April 24

Lovely ARMS, smooth-as-silk LEGS

Not a hair out of place

For skin clean-as-a-whistle, *rub off* every wisp of offending hair with Bellin's Wonderstoen — the pleasant *dry-method* hair eraser. It's gentle on your face . . . quick and efficient on arms and legs . . . has no odor, no chemicals to sting or burn . . . leaves no bristly aftermath of stubble to catch in your sheer, precious stockings. It's a "must" for meticulous grooming . . . costs next to nothing (one rosy disc of Wonderstoen lasts for months!). Make a quick once-over with this dainty *hair eraser* a regular beauty habit.

Bellin's Wonderstoen

FOR ARMS AND LEGS $3.00
FOR THE FACE $1.25

At leading department and drug stores. Write for fascinating booklet "V" to *Wonderstoen*, 1140 Broadway, New York.

AND NOW Bellin's Skin Lotion . . . for extra skin allure . . . a new creamy, non-sticky lotion for a skin soft and fresh as Spring.....$1.00

Modart meets the Corseting Emergency! . .

The growing scarcity of rubber for corsetry does not alarm the women who know MODART. For the expert designers of Modart Foundations are Masters of Fabric—and have been for many years.

Creating designs which incorporate the very poise and form you most desire, these Masters of Fabric have available for you, garments of marvelous comfort, garments which will really help you meet the demands placed on American women in business, defense and social activities.

Write us for brochure illustrating new styles, and for name of store where you may see MODART in your city.

LE MONDE CORSET COMPANY, SAGINAW, MICHIGAN

SHIRTWAIST DRESSES

COLOURED shirtwaist dresses, such as that pictured on page 64, are to be found in the following shops in cities across the country.

ALBANY, New York	DAVID'S
BARTLESVILLE, Oklahoma	MONTALDO'S
BLUEFIELD, West Virginia	THORNTON CO.
BUFFALO, New York	L. L. BERGER, INC.
CHARLESTON, West Virginia	M. HOSSLER
CHARLOTTE, North Carolina	MONTALDO'S
CHATTANOOGA, Tennessee	MILLER BROS. CO.
CINCINNATI, Ohio	THE JENNY SHOP
CLARKSBURG, West Virginia	PARSONS-SOUDERS CO.
CLEVELAND, Ohio	THE LINDNER COY.
COLUMBUS, Ohio	MRS. EUGENE GRAY, INC.
DALLAS, Texas	VOLK BROS. CO.
DAYTON, Ohio	MRS. EUGENE GRAY, INC.
DENVER, Colorado	NEUSTETER'S
DES MOINES, Iowa	WOLF'S, INC.
DETROIT, Michigan	THE JULIE SHOP
GREENSBORO, North Carolina	MONTALDO'S
HARTFORD, Connecticut	G. FOX & CO.
KANSAS CITY, Missouri	MINDLIN'S
KNOXVILLE, Tennessee	MILLER'S KNOXVILLE TENNESSEE
LOS ANGELES, California	BULLOCK'S
MILWAUKEE, Wisconsin	T. A. CHAPMAN CO.
MONTGOMERY, Alabama	AL LEVY
NEW ORLEANS, Louisiana	GODCHAUX'S
OMAHA, Nebraska	J. L. BRANDEIS & SONS
PARKERSBURG, West Virginia	BROIDA'S, INC.
PHILADELPHIA, Pennsylvania	B. F. DEWEES
PHOENIX, Arizona	GOLDWATER'S
PITTSBURGH, Pennsylvania	FULLAYTAR
RICHMOND, Virginia	THALHIMERS
SACRAMENTO, California	BON MARCHÉ
ST. LOUIS, Missouri	FAMOUS-BARR CO.
ST. PAUL, Minnesota	FIELD-SCHLICK, INC.
SAN FRANCISCO, California	MAISON MENDESSOLE
SPARTANBURG, South Carolina	BOYD'S
SPOKANE, Washington	ALEXANDER'S
TOLEDO, Ohio	SOPHIA LUSTIG, INC.
WINSTON-SALEM, North Carolina	MONTALDO'S
WORCESTER, Massachusetts	ULIANS
ZANESVILLE, Ohio	H. WEBER SONS & CO.

GET A HORSE!

(Continued from page 79)

and in the thousands of bicycle-rental shops all over the country. And there are still in use thousands born of the bicycle boom of the last two years.

The Victory bicycles, which go on sale after June 1, have a few restrictions: they are limited to two to a family (it may be one to a family later), and they can be made only of iron, unalloyed steel, silver, or gold.

But for the millions of people who haven't and can't get a horse or bicycle, and who can't manage to walk more than a few brisk miles a day, there are the buses, the trolleys, and the new community omnibuses which are just now being developed.

Community Buses

One of the first and most successful of these community bus systems was started by a group of commuters in the Round Hill section of Greenwich, Connecticut. They got a routine permit from the Public Utilities Commission, chartered buses from the local bus company, and set up a regular route of eight buses on week-days, four on holidays and Sundays—all timed for trains, schools, and church services.

More and more of these ways of sharing transportation could and should and will be developed. Existing bus and trolley lines are being extended as far as possible, to meet this year's expected increase of three billion passengers more than last years' fourteen billion. Abandoned trolley lines will probably be re-opened. But citizens could do a great deal towards helping themselves.

Cities could inaugurate the "Jitney" system, hanging a sign on the car, "To Grand Central Station," and sharing the ride with all comers. Country committees could make arrangements with school bus drivers, who, in most districts, are running big, nicely-insured buses on only two trips a day.

Share a Ride

But even before these new methods can be established, people could share trips to the village, to market, and to school. There are thousands and thousands of miles still left in the tires of America, and they should be saved for emergencies. Tires, in a way, no longer belong only to the one who owns them. They belong to the community and the nation. They make America a nation of independent, self-sufficient citizens who can manage their own emergency trips without assistance from the authorities.

No matter which substitute one chooses—bus, bicycle, horse, or roller-skate—there is a feeling of solid satisfaction in helping the Government to solve the enormous problem of getting America to work, to school, and home again.

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Vogue ADVANCE MERCHANDISE PORTFOLIO

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April 15

Fashion Serves Wartime America

SUMMER FABRICS

Vogue says: "Cool way to look—suited in shantung."

Shantung, formula for crispness and coolness under the sun, is filling the suit ranks as the weather turns warm. Suits continue the practical all-day-long love of the 1942 American Woman because her program of work knows no change of season. Tailored suits with functional cut, like the one on page 34, or the "new-way" suits on pages 54, 55 show shantung's place in the summer suit story.

Sharing the summer sun with shantung is versatile gingham, making its appearance this year in everything "from town suits to dance dresses." (See pages 43, 76, 77.) Like shantung, it is a cool charmer that launders easily.

FOR WARTIME BRIDES

Another "assembly" line working under speeded-up production is the bridal shop. No longer are leisurely fittings the rule. More often the finished product—a memorable wedding—is turned out in a week. Today there is no time or money for mistakes and indecision in picking a trousseau.

For this reason, your bridal shop should be more than ever the swift source of correct information, of clever ideas for the ceremony, the trousseau. Offer this efficient service to your bride-elects. Note Vogue's ideas for brides on pages 68 to 79. These pages, particularly 74, should provide stimulating, quotable ideas for your shop.

Vogue says: "Vary the all-white bridal formula with a pale colour veil, flowers, gloves."

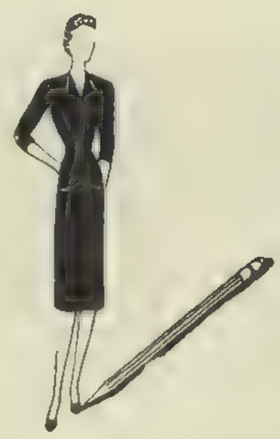
Vogue says: "Be sure you buy right-of-way shoes for this pedestrian summer."

AMERICAN WALKERS

A statistician's dream—calculating the added billions of footprints walking American women will make this year. Every footprint is a reason for making better shoes, selling better fit, stocking more "functional" styles. Remember that foot-flattery is a function, too. Adapt Vogue's "Walking Shoe" pages (82, 83) to your own display with references to your town locale. Sell red shoe versatility—dramatize your display with pages 62, 63.

CLOTHES COMPOSURE

The "Pencil-Line", already a high fashion favourite, has a new importance this season, for this silhouette of slim elegance is going to look right next autumn. (See pages 40, 41.) Hand-in-hand with this restrained theme is the "undistracted look"—individual in this spring of bold gesture accents. Typically undistracted is a simple slim black dress with "understated accessories", as shown on pages 52, 53. Composed clothes for these harried times!



Vogue says: "The look of slim elegance will go far—into autumn."

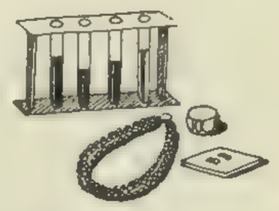
Vogue says: "Prophetic note in future fashions—beiges, undyed naturals."

NATURAL NEWS

"The colour of wheat...the colour of sand"—these are selling phrases you will be using more and more as the year develops. Certainly beiges have long been favourites and undyed naturals are the newest version of the popular family of neutrals. Sell "creamy-beige" and natural in suits, sports dresses and evening gowns. They have a cool look for summer...plus an important fashion future. (See pages 34 to 39.) More than ever before, the whole family of naturals looks right. Here's a trend to watch as it develops in your stocks—one which will grow in importance.

NEWLY DEVELOPED

Particularly suited to the American temper is the phrase "new developments", and government priorities are causing whole new products to shoot up—products news-worthy because of their place in wartime industry, and sales-worthy in their own right. Amazing plastic, simulating practically everything, contributes "no-metal" jewellery—beads, compacts, fans. The cotton crop gives us pretty pastel gloves, undyed string gloves, natural-toned stockings. (See pages 36 and 37.) Point up these accessories as patriotic, pretty, and fashion-right.



Vogue says: "Priority accessories—they comply, they complement."

Prix de Vogue

Presenting the grand finale in our seventh annual Prix de Vogue! This year has marked as vital a change in fashions as in living—we hope you have not only enjoyed Vogue's 1942 Prix but found it the basis of a wiser understanding of many related fundamentals. Good luck on the final questions below—all based on the current issues of Vogue.

APRIL 1

1. **Why is reckless colour a sound clothes investment?**
2. **Give three reasons why bold jackets are a good choice for this year.**
3. **What three characteristics make a classic?**
4. **What three kinds of occasions justify and practically demand slacks? What general rule should you give a customer on how to buy slacks?**
5. **Describe ten "get-your-money's-worth" accessories, and explain why each deserves the title.**

APRIL 15

6. **What is a "lovely" way to look this spring, and what type of dresses accomplish it?**
7. **What two fabrics will be starred for day and evening this summer? Name four ways to use each.**
8. **In what two ways can coloured shoes be used this year? What bright colour is a particularly good one for shoes? Why?**
9. **Name two characteristics of the 1942 version of the shirtwaist dress. What is the special advantage of this fashion?**
10. **Describe three wedding dresses for wartime brides, and tell what kind of wedding each should be worn for.**

Knitted Underwear

Capitalize on the changing underwear picture by highlighting the fashion possibilities of each new design

THE news in the knitted underwear market for next autumn is news that has developed out of priority demands, that has turned enforced changes into selling pluses. Ingenuity in design has largely overcome the elastic shortage, and has created new lingerie fashions that give you an opportunity for increased business in your knitted underwear department. With attractive new styles constantly being worked out, "panic buying" and hoarding should quickly become obsolete.

You'll find changes in every type of knitted underwear. And you'll find too that these new styles each have a new selling point on which you can capitalize this year.

Panties

1942's slim silhouette demands a smooth, unbroken front line. The new panties both achieve this and save rubber by using only a few inches of elastic in the back, making both the front and sides smooth. Variations on this are panties with elastic all the way across the back, but not in front; or panties with elastic on either side. All of these are flat enough to be excellent for wear under slacks or slim-hip fashions.

A fashion for the future to begin to show now is panties which substitute adjustable side button closings or buttoned yokes for elastic. Have your salespeople sell these by emphasizing their flat closures, their masculine tailoring and their excellent fit.

Brassières

Many brassières in the future will be made with no elastic whatsoever. Knitted jerseys adapt themselves so well to the figure that careful designing and clever use of the material are all that is necessary. In many cases, utilizing the natural elasticity of the fabric has led to better fit than ever before. Sell these non-elastic brassières in your corset departments as well as across the counter. Teach your customers to appreciate the comfort that knitted fabrics give, the ease with which they launder.

Brassières still made with elastic will probably have none in front and as little as possible in the back.

Girdles

Girdles and pantie-girdles require the most ingenuity to design without elastic. In these too the same basic principle is applied: the natural elasticity of knitted fabrics is used to replace rubber wherever possible. There are some girdles made entirely of heavy knitted jersey, some pantie girdles of the same material with only the narrowest elastic side-sections. Many girdles have the familiar front panel, narrow side-sections of elastic, and a knitted jersey back panel. These give a slightly rounded back line, a flat front, and enough freedom of movement from the elastic sides to make the girdles fit on the figure like the half-elastic garments introduced last season.

KNITTED FASHIONS

Look for a greater number of chemises in 1942—they are comfortable and they require no elastic. Sell tailored chemises to wear under slacks.

For young figures sell short nightgowns and pyjamas for year-round wear.

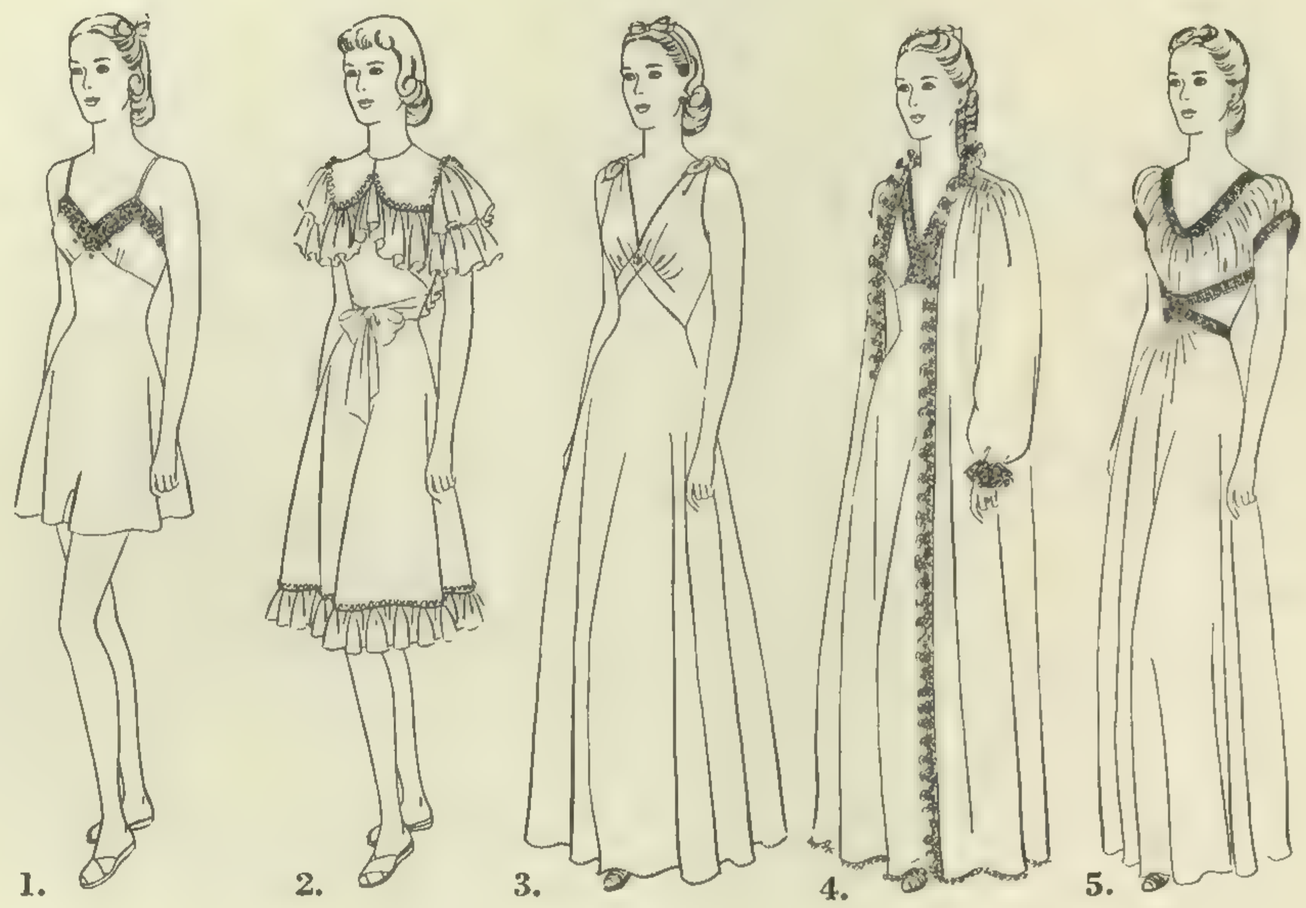
Watch for an increase in nightgown sales this year. Gowns have been growing in popularity for several years.

Emphasize the "young" look of pyjamas, the freedom of movement they allow. Show pyjamas with variations of the tied yoke closing instead of elastic.

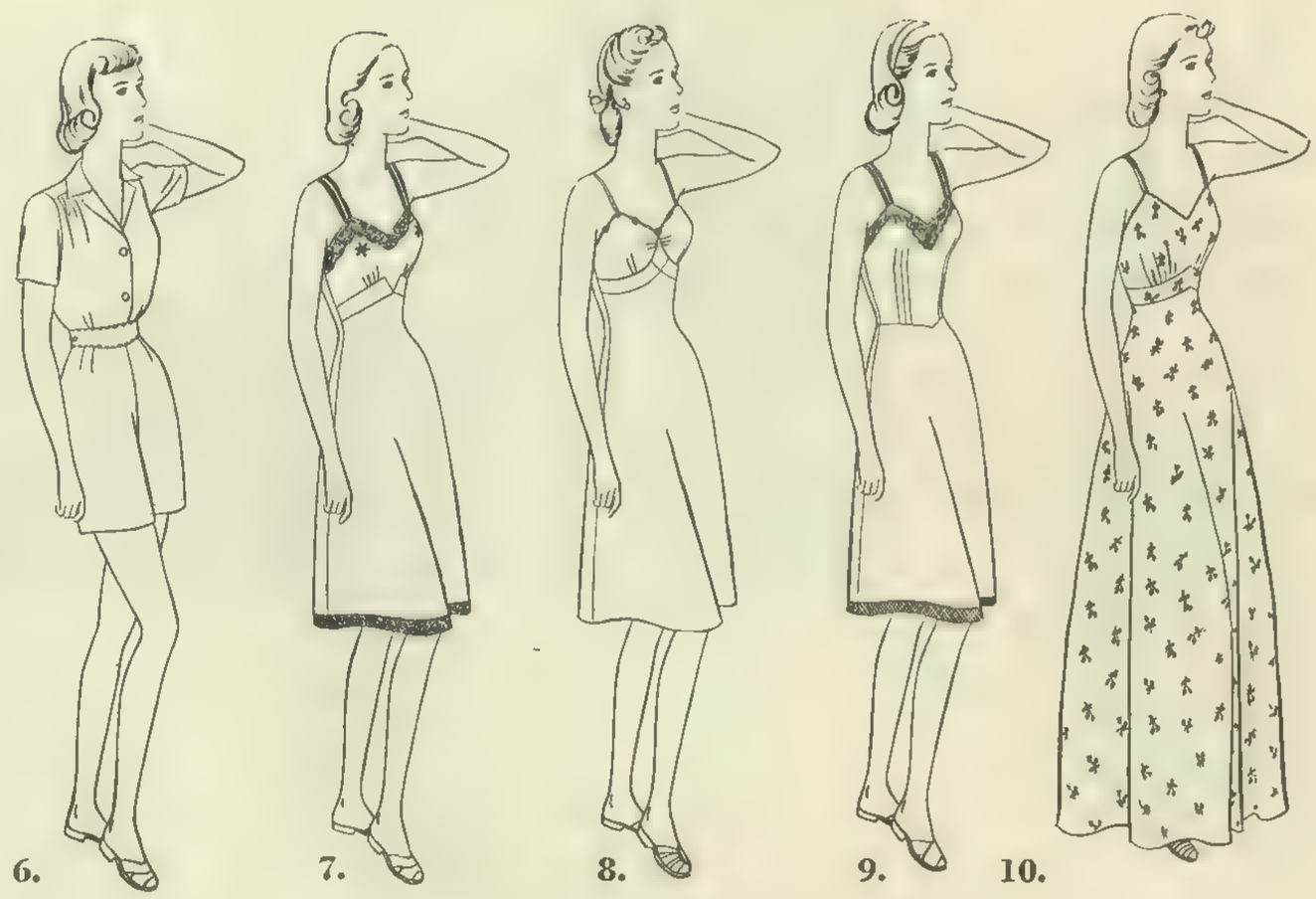
Promote one-piece foundation garments for the junior figure. Knitted jersey has always been one of the most satisfactory fabrics for this type of corset, and only very narrow side sections of elastic are necessary for perfect fit.

Summer lingerie fills changing needs

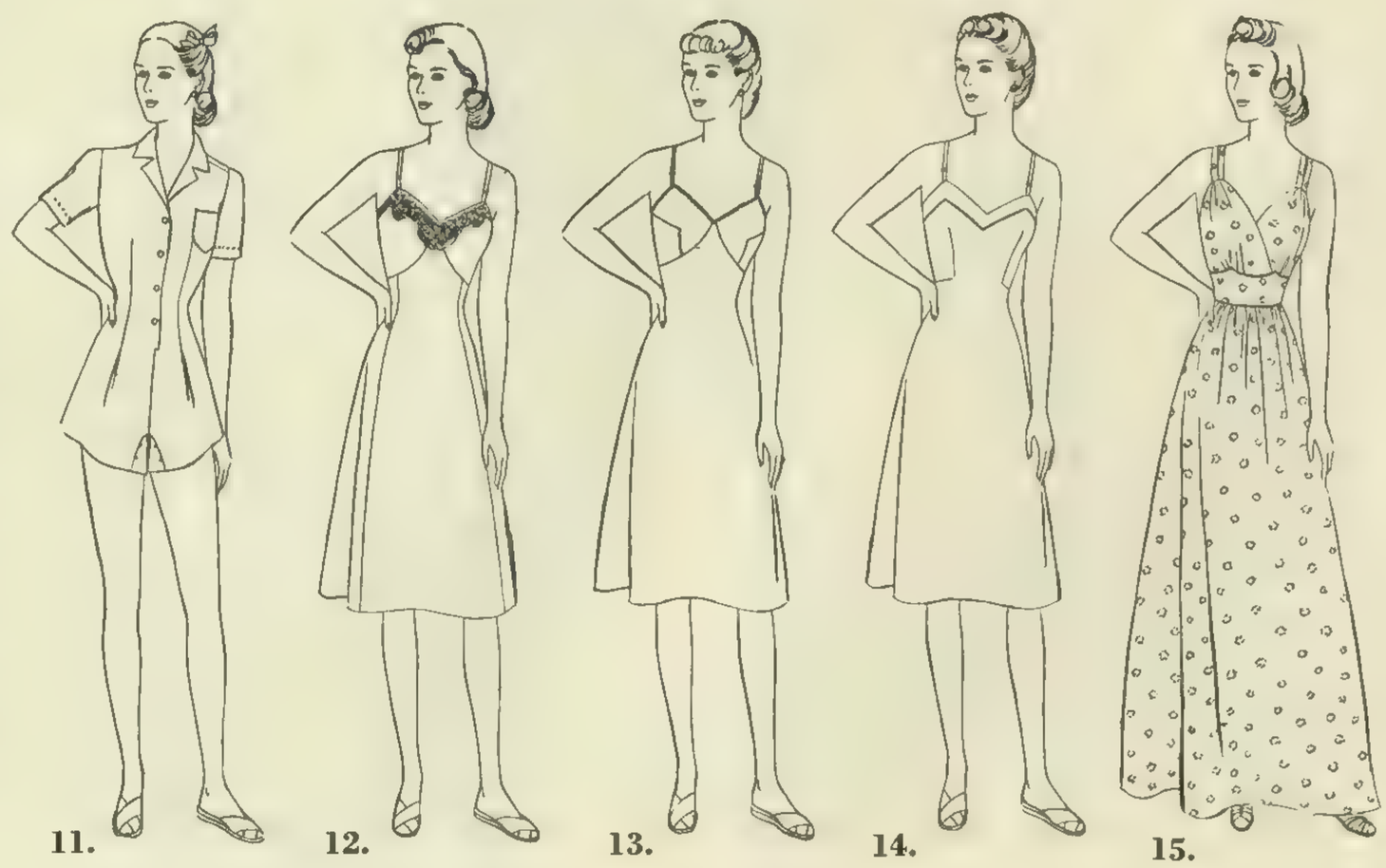
1. Perfect to wear under suits and uniforms, silk chemise with imported Alençon-type lace top. By Yolande.
2. Another charming revival is this short-length gown in geranium-red silk chiffon, fichu jacket. From Carol.
3. Silk-chiffon gown with contrasting hand-finished edge matching the monogram. Designed by Mme. Tewi.
4. Imported Swiss batiste is newly luxurious in this all-white bridal ensemble with Val-type lace. Iris Lingerie Co.
5. Dyed Val-type lace matches and accents the flattering bodice of this silk chiffon gown. From French Fashions.



6. Button-on, drop-seat shorts in blue pebbled rayon crêpe for wear with slacks. Matching blouse. At Chevette.
7. To give that luxurious look under sheer blouses, lace-trimmed slip, lace-and-ribbon straps. From Seamprufe.
8. Darted and divided bodice with midriff gives an unusually flattering bustline to this pink rayon slip. Formula.
9. White top, black skirt, a practical combination for suit wear. Rayon crêpe, lace and net. At Tailored Silk.
10. Printed rayon crêpe gown with narrowed straps, fitted midriff, and full bias-cut skirt. A Rhythm Romancer.



11. One-piece, in rayon crêpe, with detachable crotch, for wear under slacks, suits and shorts. From Eastern Isles.
12. Embroidered chiffon trimming on patented straight-and-bias-cut slip of sturdy white rayon crêpe. By Artemis.
13. Nylon-and-silk satin, combined with a patented cut, make this a durable, well fitting slip. Kayress by Kayser.
14. A new tailored slip in tearose rayon crêpe, with hemstitched top, and adjustable shoulderstraps. Mary Barron.
15. Surplice top over moulded midriff gives ease and fit to this gown. Yellow Chinese-damask rayon. Laros Textiles.

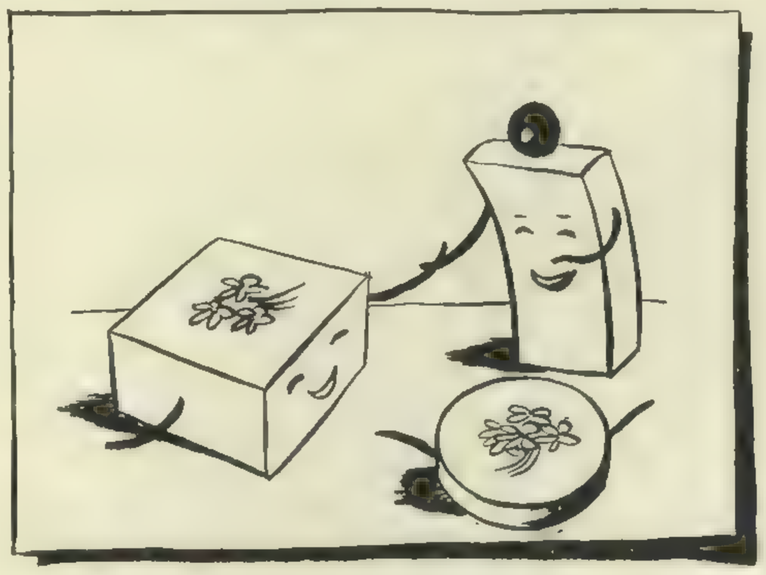


Suggestions to prepare for a

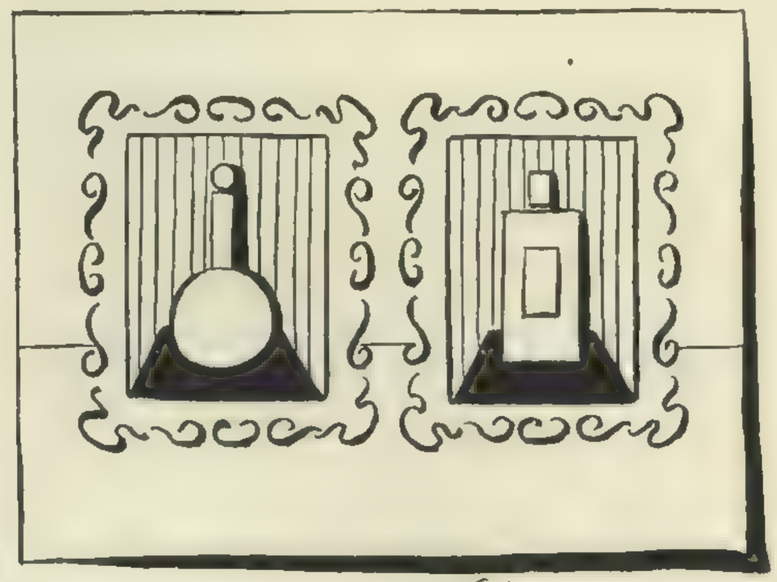
The face of the future: watch for these new cosmetic developments

The cosmetic market has already had to face the demands of total war. These demands will grow in the days to come. Certain materials will disappear and formulae will change. But, at the same time, new products will appear—products that will make cosmetic news in your beauty department, products to anticipate now.

The next five sketches illustrate some of the more important changes that we believe will take place in the near future. Examples are already on the market, there will be many more. Educate your customers now to look for these new products. Sell them, not as substitutes, but as important new beauty developments.



Foundation lotions, cream and liquid, are coming into their own. Powder is more precious because of the shortage of imported talc—a face powder essential. Sell the idea of a coloured foundation without powder.

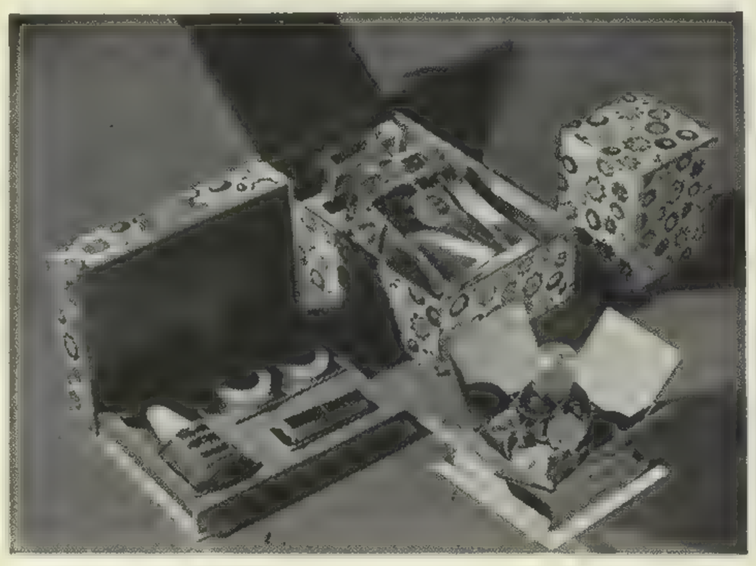


Colognes and body sachets that use less alcohol than perfume, cream Colognes with no alcohol whatever, are forerunners of a new beauty fashion. Show expensive Colognes that have more of the essential oils.

To make the most of now: beauty ensembles for summer selling

Beauty ensembles have been the basis of some of the most successful cosmetic promotions. But these promotions might have been made even more profitable if they had been carried on for a longer period of time. Now, with lines being cut down, and fewer new ones being introduced, you have a chance to get the full promotional value out of each ensemble that you carry in stock.

Illustrated here are five different kinds of specially packaged beauty sets. Each represents a type that pays dividends on promotional effort. Only one of them is new, but all of them are types that you will want to have and promote.



Mille Fleurs, a handsomely packaged, brand-new make-up and perfume line from Elizabeth Arden. The embossed, flower-sprinkled packages tie in perfectly with a spring promotion, match the floral fragrance.

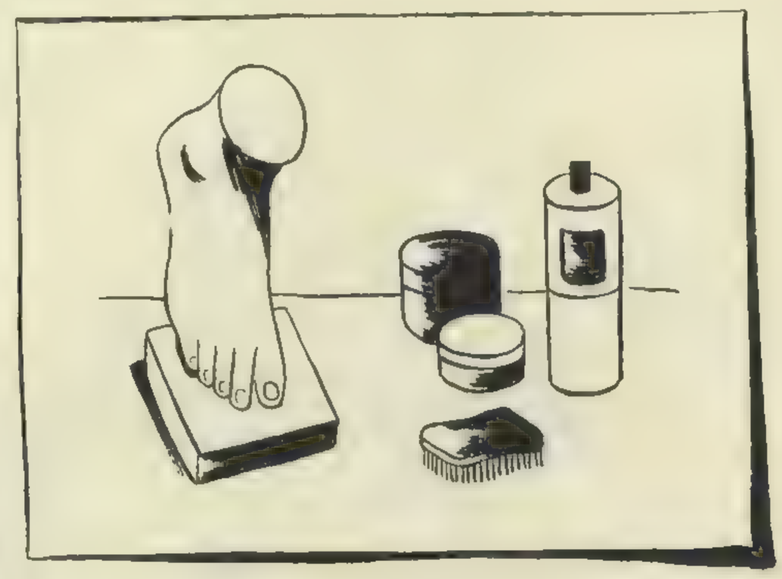
Daredevil, Dorothy Gray's amusingly packaged bath ensemble, is a "natural" for summer sales. The scent is light and summery, and the soap, dusting powder, bubble bath, talcum and Cologne are all uniformly boxed.

Tuned to 1942: new ideas to refresh your staple sales

Wartime demands a new selling psychology, in cosmetics as well as in everything else. Each product in your beauty department should be keyed to a new, 1942 beauty angle. Have your salespeople look over the merchandise you have in stock, and see how many new approaches they can suggest. For example, with many of your customers working for the first time, you will find that time-saving is one of your biggest selling-points.

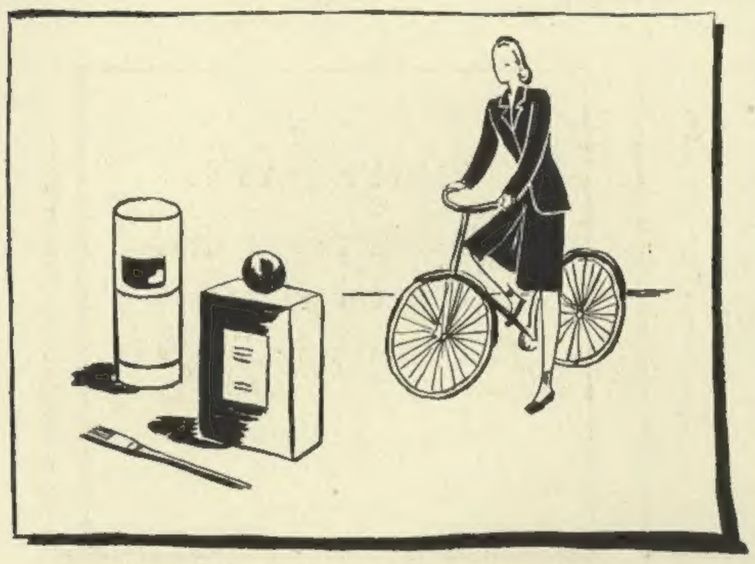
We have sketched five suggestions for 1942 promotions of staple beauty products, all based on the changed way in which women are thinking this year. Let these help you think of other similar ideas.

The healthy look is the 1942 look. With every woman anxious to do her part in the war effort, a vital, alert appearance is a prerequisite. Keep this in mind when you sell your rouge and bright coloured lipsticks.

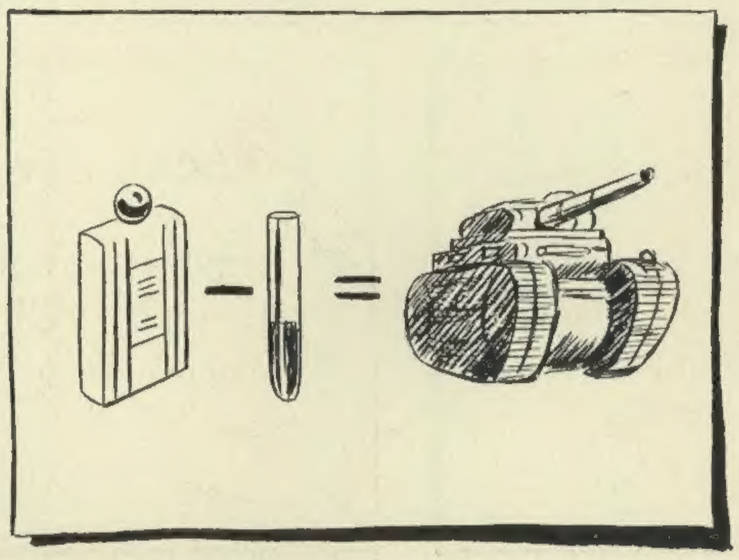


Foot preparations are important enough this summer to deserve an entire section of your beauty department. Show foot kits, baths and creams against a background of pictures of newly-active American lives.

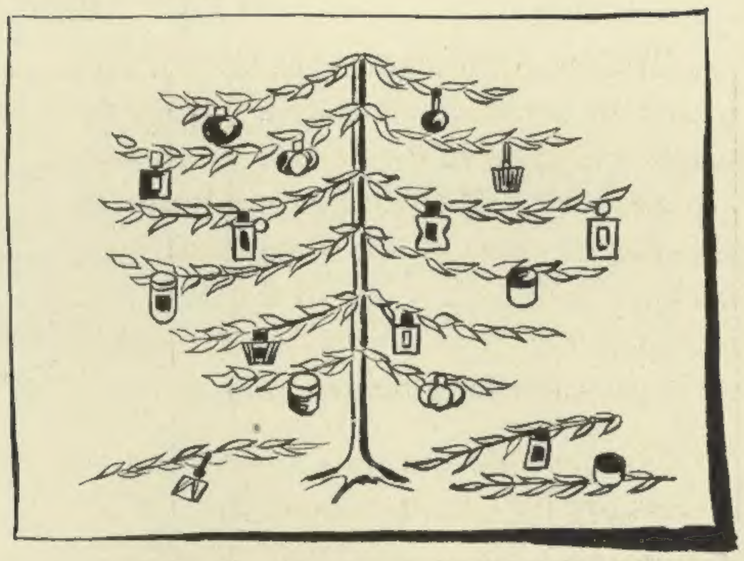
changing cosmetic picture



Leg paints of all kinds will appear on the market this summer for bicycling, gardening, or any occasion that calls for shorts or short dresses. In addition they should be promoted for wear under open-mesh hose.



Hand creams are the solution to the problem sketched above. While the glycerine that used to go into hand lotions helps to make munitions, hand creams keep the hands of victory gardeners and war workers beautiful.

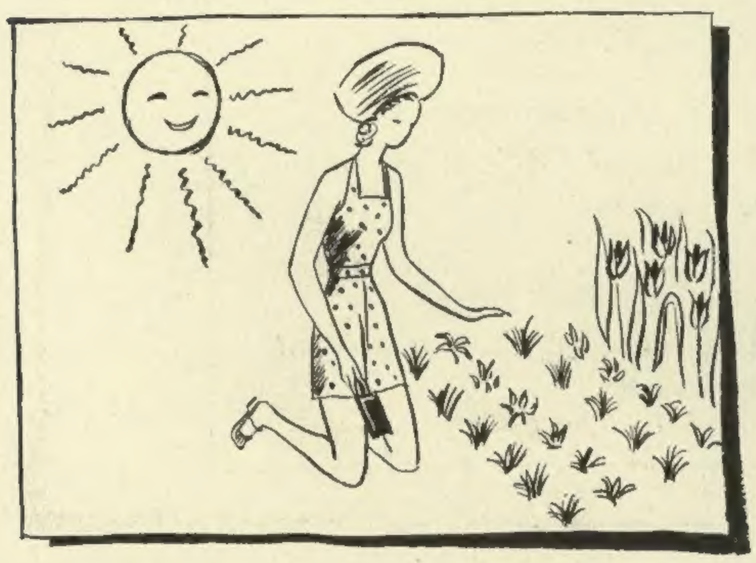


The cosmetic tree shown above has had its branches pruned this year. Non-essentials, fads, have been lopped off, making the important beauty requisites that have always been your best sellers, stronger than ever.

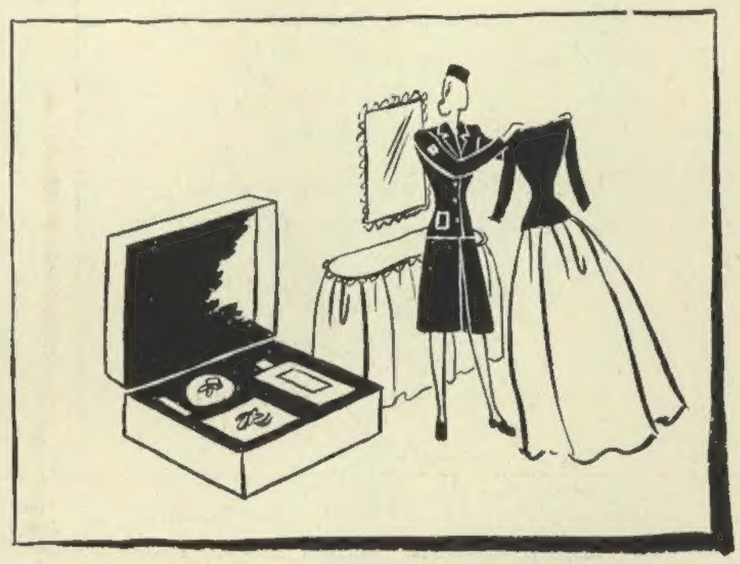
Translucid is Houbigant's complete make-up line. Sell your customers the idea of a make-up series, and promote this one for the soft, flattering look it gives, and for its fluffy, easy-to-apply cream rouge and eye shadow.

Violet Sec, Richard Hudnut's 1942 version of an old American toilet water favourite. The line includes perfume, Cologne, toilet water, talcum, dusting powder; offers ample opportunities for attractive window displays.

Folk Dance kit holds three of Lenthéric's most popular Colognes: Tweed, Miracle, Confetti. The box is an attractive dressing-table accessory in its own right, and the three scents will qualify for all occasions.



Sun lotions are doubly important in a year when travel is limited and families will spend time together out-of-doors in the sun. This year sell your sun preparations for gardening as well as for beach wear.



Make-up kits with beauty essentials conveniently arranged, are a perfect time-saver for the war worker who has only a few moments between office and a date. Assemble kits by combining your own preparations.

Bath accessories can always be sold as aids to relaxation. This year with relaxation more of a necessity than ever, you can capitalize on all of your bath preparations: bubble baths, bath salts, bath oils, powder.

"Vogue Says" Quotes Help Sell

These Four Quotations on Cards without cost.
Write Vogue Merchandising Service, 420 Lexington Avenue.

VOGUE SAYS:
"Accent natural or white summer costumes with bright shoes."

VOGUE SAYS:
"The look of slim elegance will go far—into autumn."

VOGUE SAYS:
"Any trousseau needs one really well-cut black dress."

VOGUE SAYS:
"The shirtwaist dress—never righter than now."

These Quotations for Your Own Use.
Put them on your own cards, and use them in your advertising.

READY-TO-WEAR

Vogue says:
"Rational and beautiful—undyed shantung."

Vogue says:
"Take a black dress and play down your accessories."

Vogue says:
"Suits for spring—naturally pale."

Vogue says:
"This is a gingham year."

Vogue says:
"This is a cotton year."

Vogue says:
"This year you'll see gingham in everything from town suits to dance dresses."

Vogue says:
"Gingham—newest fabric for a summer evening coat."

Vogue says:
"Look for new uses of shantung this summer."

Vogue says:
"A suit with respect for the times—conservative in line, conservative of material."

Vogue says:
"Try this recipe—understated black dress, flattering, but not obvious black hat."

Vogue says:
"Have a dinner costume the precise colour of a spear of wheat."

Vogue says:
"The shirtwaist dress—perennial, indestructible, unbeatable — but not unchangeable."

Vogue says:
"Try deep green with pale pink shantung."

Vogue says:
"Vary the all-white wedding formula with pale coloured accessories."

Vogue says:
"White cotton piqué makes a lovely dress for a young bride."

Vogue says:
"Be married simply in a beige dress with the new peg-top look."

Vogue says:
"Pack a basic, go-anywhere dress in your trousseau."

ACCESSORIES

Vogue says:
"Harmonize bright shoes with bright costumes."

Vogue says:
"Put colour on the shoe palette."

Vogue says:
"Be sure you buy right-of-way shoes for this pedestrian summer."

Vogue says:
"Crochet hooks are busy again for accessory touches."

Vogue says:
"Try a mauve hat with a black dress."

Vogue says:
"Wear fine-rib mesh cotton stockings for sports."

Vogue says:
"Try a pair of undyed cotton string gloves."

Vogue says:
"Have a metal-less compact of bright rayon."

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